

Aeon Stores (Hong Kong) Co Ltd in Retailing (Hong Kong, China)

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Abstracts

With strong support from its parent company, Aeon Stores (Hong Kong) Co Ltd will introduce new business models from Japan and implement trials in existing stores. The aim is to strengthen recognition of the AEON brand. Aeon Stores will also continually diversify and improve product offerings, and launch innovative promotions. Moreover, Aeon will also continue to implement cautious domestic geographical expansion, and open more small-scale stores.

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