

Alpha Inc in Personal Accessories (South Korea)

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Abstracts

The retailer's core business lies mainly in writing instruments currently, and it has a presence in the stationers/office supply stores channel. However, in order to survive severe competition from other retailing channels such as hypermarkets and warehouse clubs, and the growing internet retailing channel, Alpha Inc is planning to evolve as a mixed retailer that sells not only writing instruments but also groceries, packaged food and apparel. However, its portion of writing instruments is expec...

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