

Alpha Stationery Mart Co Ltd in Personal Accessories (South Korea)

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Abstracts

The retailer launched a website, Alpha Mobile which is designed suitable for mobile phones in 2013. Consumers can make purchases through the site using their mobile phones, with the nearest Alpha Stationery Mart outlet then delivering the items. This service is expected to be widely used by busy parents of schoolchildren. Primary schools frequently require their students to bring their own personal materials into school for art and science classes etc. The retailer's biggest competitor, Office...

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