

Amway (China) Co Ltd in Retailing (China)

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Abstracts

Amidst the fierce competition from internet retailing, Amway China will continue to focus on its core business of direct selling in 2015 and beyond, but will make use of its own online platform to accelerate orders from its direct sales persons and to better serve its customers. To better understand consumers' varied needs and provide individual superior customer service, Amway opened its large-scale Amway Experience Centres in Shenzhen and Beijing in late 2014 and 2015 respectively, where...

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