

AS Watson Group in Retailing (Hong Kong, China)

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Abstracts

After establishing approximately 1,000 health and beauty specialist retailers outlets in mainland China and selected countries in Asia, AS Watson Group is anticipated to strengthen its omnichannel retail operations in order to enhance the shopping experience for its customers. Moreover, the company is set to continue accelerating the pace at which it implements its digital strategy following the three-year appointment of leading digital agency MTel.

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