

Best Taiwan Inc in Consumer Appliances (Taiwan)

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Abstracts

Best Taiwan Inc plans to improve its after-sales service, especially its major appliances guarantee scheme. The company intends to provide free after-sale services for major appliances bought in Best stores. This action is expected to build consumer loyalty as Taiwanese consumers now value better service quality. The company also seeks to increase the number of its outlets to cover a wider geographical area and appeal to a larger base of consumers.

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