

Borneo International Furniture Co Ltd in Home and Garden (South Korea)

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Date: October 2013

Pages: 3

Price: US\$ 150.00 (Single User License)

ID: BBE867925BFEN

Abstracts

The retailer was outside the top three players in both home and office furniture and furnishings. The company was acquired by AL Pallet Co Ltd in 2012, and this new owner is targeting aggressive expansion plans. The main target is to be among the top four players in the furniture category with an expanding retail outlet channel. The strategy of increasing outlet numbers to catch up with leading companies may alter short-term profit due to an increase in expenses. However, in the long-term, the...

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