

Cainz Co Ltd in Retailing (Japan)

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Abstracts

Cainz's core strategy aims to increase the value sales ratio of its private label products, and the company puts a lot of efforts into its product development. In response to the changes in consumer behaviours influenced by such factors as the ageing population and premiumisation of increasingly savvy consumers, the company launched special sections on its e-commerce site to cater to the respective consumer groups. Additionally, with the changing landscape for the internet retailing of OTC...

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