

Chow Sang Sang Holdings International Ltd in Retailing (Hong Kong, China)

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Abstracts

Chow Sang Sang Holdings International Ltd will divert more resources to the development of added-value and daily-wear jewellery sets, as luxury products were waning at the end of the review period. Besides, Chow Sang Sang will increase investments in O2O marketing and its digital strategy, with the aim of enhancing brand awareness and growing online demand. While the retail environment remains difficult, expansion plans will remain on hold, and Chow Sang Sang is looking into better operating...

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