

# City Chain (M) Sdn Bhd in Personal Accessories (Malaysia)

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## Abstracts

During 2013, City Chain Malaysia engaged in efforts to strengthen the presence of its retail brands in Malaysia by opening more outlets as well as refurbishing some of its existing outlets in order to upgrade the image of its retail brands among Malaysian consumers. The chain also made attempts to appeal to high-income consumers during 2013 by opening premium retail outlets which offer luxury watches. City Chain is expected to maintain its aggressive expansion strategy during the forecast...

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