

CJ O SHOPPING Co Ltd in Retailing (South Korea)

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Abstracts

CJ O Shopping Co Ltd is expanding its business into new channels such as T-commerce and M-commerce. As a global company, it continually develops overseas markets such as China, Southeast Asia and South America. CJ O Shopping opened its T-commerce channel CJ O Shopping Plus in 2015. It has set up a reverse purchasing channel in China to meet more consumers and grow further.

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