

# Courts Asia Ltd in Retailing (Singapore)

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## Abstracts

Courts Asia plans to optimise its retail floor space, with the results of this likely to be dependent mainly on its product sales mix from e-commerce. This strategy is also to be implemented through reductions in the size of retail stores for greater efficiency, while the retailer's use of a full-fledged omnichannel strategy is likely be strengthened by increasing investment in improving the customer shopping experience. The retailer aims to reduce the number of store-based retail outlets it ope...

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