

Dairy Farm International Holdings Ltd in Retailing (Hong Kong, China)

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Abstracts

Amidst sluggish growth in the economy of Hong Kong and fragile consumer confidence, Dairy Farm is set to continue investing in customer offerings as it has expanded its private label range to offer high-quality products at lower prices. The company is also set to continue improving the infrastructure of its existing stores to enhance the shopping experience for its customers. Investment in information systems and supply chain infrastructure is also being made so as to achieve greater efficiency...

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