

Dashang Group Co Ltd in Retailing (China)

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Abstracts

Dashang Group will actively respond to the new economic normality in China, and continue its transformation to an omni-channel retailer. The company will put effort into the development of 51tiangou.com, a mobile app which aims to improve the activeness of Dashang members, drive online traffic to stores and increase the conversion rate through the offline service. Meanwhile, the company will continue to adopt a centralised procurement model, and launch initiatives for imported products,...

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