

# Dashang Group in Retailing (China)

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## Abstracts

Continuing to develop its omnichannel presence, Dashang Group has been putting effort into the development of 51tiangou.com, its own mobile app, aiming to improve consumers' shopping experience and boost its sales. In addition, Dashang Group is committed to introducing the world's best scarce commodities, such as top-quality wine and beef, into the Chinese market. With the rapid development of the group, Dashang will continue to combine the latest international retailing concepts with the Chines...

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