

E-Mart Co Ltd in Retailing (South Korea)

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Abstracts

E-Mart is expanding its business areas rapidly out of grocery retailers. The company opened drugstore, Boons in 2012 for the first time and it expanded it to six outlets during 2013. In 2014, the company plans to introduce a premium dessert menu and hire specialists who consult clients about vitamins and dietary supplements or beauty and personal care products to differentiate Boons from existing drugstores. The company plans to expand number of premium dessert menu and hire specialists who...

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