

# Electro Land Co Ltd in Consumer Electronics (South Korea)

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## Abstracts

Electro Land Co opened an outlet in a warehouse club format in March 2013 and plans to change all its outlets to this format by 2015. The company has named its new outlets Electro Land Price King, and the product range it distributes will be wide, including consumer electronics, bags, clocks, camping supplies and some fashion items. The company is operating outlets with free membership and intends to create a sensation within consumer electronics and appliance specialist retailers with lower pri...

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