

ElectroLand Co Ltd in Consumer Electronics (South Korea)

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Abstracts

ElectroLand Co Ltd recently launched a new affiliated company which focuses on internet retailing. ElectroLand was already engaged in internet retailing; however, the company did not previously operate an online shop as it focused more on store-based retail outlets. During the forecast period, the company is expected to expand its internet retailing operations in order to compete with its rival Lotte-Hi Mart, which is actively developing its internet retailing with the advantage that its parent...

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