

# **Expressions Stationery Shop Inc in Retailing** (Philippines)

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### **Abstracts**

While other retailers focus on expansion, acquisition and new partnerships, Expressions Stationery Shop Inc aims to attract more customers to its existing outlets in order to widen its consumer base. In addition, it also plans to further develop its product offerings and reward programs as competition between stationery shops, media products stores and other retail stores becomes tighter.

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