

# Fubon Multimedia Technology Co Ltd in Retailing (Taiwan)

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Date: January 2017

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: FDF91E22C12EN

## Abstracts

Fubon Multimedia Technology is anticipated to maintain a similar strategy to its present focus. In the face of declining demand for homeshopping the company is expected to step up its performance in internet retail, especially m-commerce. This is likely to include trend-driven and fashionable products aimed at young consumers. Fubon will likely use social media to create a buzz and connect to its target consumers.

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