

# G T Co Ltd in Consumer Appliances (Vietnam)

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## Abstracts

G T Co Ltd aims to become one of the largest electrical goods retailers in Vietnam by expanding its distribution in Ho Chi Minh City and some other cities. In order to achieve this goal, the company has continuously improved its customer service, as well as its after-sales services to build consumer trust and loyalty. The company also launched the online sells option on its website in order to attract more consumers and compete with other big retailers.

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