

# GOME Electrical Appliances Holding Ltd in Consumer Appliances (China)

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Date: January 2016

Pages: 4

Price: US\$ 150.00 (Single User License)

ID: G418A8A9E3CEN

## Abstracts

GOME has achieved impressive results under its Open Omni-Channel Retailer business strategy, covering a variety of channels through the integration and coordinated development of the procurement logistics, information technology and financial services platform of the group's supply in 2014. It will step up its omni-channel strategy to a total retail strategy, focusing on customer needs to accelerate the integration of the physical and virtual shopping scenarios in 2015.

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