

GOME Electrical Appliances Holding Ltd in Consumer Electronics (China)

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Abstracts

GOME Electrical Appliances unveiled the development strategy of “Open Omni-Channel Retailer” in 2014, aiming to upgrade the original supply chain platform from a close-ended, self-used basis into a supply chain platform open to public. In addition to better conduct the strategy, the company will also likely focus on store network development and e-commerce development, so that sufficient resources can be opened to the public over the forecast period.

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