

GOME Electrical Appliances Holding Ltd in Retailing (China)

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Abstracts

GOME Electrical Appliances Holding will continuously upgrade its omni-channel experience both online and offline to ensure a total retail experience, allowing consumers to shop freely between online, offline, mobile terminals and joint-operating channels. Gome will concentrate on the development of mobile micro shops on Tencent WeChat and Gome App to connect its consumers both online and offline. Meanwhile, the Group will further enhance the supply chain, with a focus on the back-end big data...

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