

GS Retail Co Ltd in Retailing (South Korea)

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Abstracts

GS Retail Co developed the strategy of expanding mobile internet retailing for GS Supermarkets in 2014. From February 2014, the company started a mobile internet retailing service for GS iSuper (internet retailing website of GS Supermarket). According to the company, at that time, the ratio of sales value through mobile internet retailing was only 27%, but it increased rapidly and overtook the sales value through internet retailing with 51% in July 2014. To grow mobile internet retailing, the...

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