

# Hanssem Co Ltd in Consumer Appliances (South Korea)

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## Abstracts

Hanssem's strategic direction for 2016 continued to be focused on the expansion of large-scale showrooms which the company utilises as a major tool to promote its overall product portfolio. These outlets are usually over 300 sq m and contain areas dedicated to different parts of the home, such as bedrooms and dining rooms, which are fully furnished with the company's products. The showrooms provide interior decoration ideas and allow for one-stop shopping. On the other hand, the company is also...

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