

Hanssem Co Ltd in Home and Garden (South Korea)

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Abstracts

Hanssem Co Ltd is targeting a new market segment and introduced the new brand of Rehaus as a retail brand. Since late 2016, the company has opened up a total of six Rehaus outlets in major locations. Rehaus is a total home improvement store that offers packaged home renovation plans. Its offerings are totally differentiated from existing Hanssem B2C channels where only ready-made home furnishing goods are sold. The company will concentrate on this new channel as the next-generation growth fuel.

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Contents

Strategic Direction

Key Facts

Summary 1 Hanssem Co Ltd: Key Facts

Summary 2 Hanssem Co Ltd: Operational Indicators

Company Background

Internet Strategy

Private Label

Summary 3 Hanssem Co Ltd: Private Label Portfolio

Competitive Positioning

Summary 4 Hanssem Co Ltd: Competitive Position 2016

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