

Heilan Home Co Ltd in Retailing (China)

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Date: December 2016

Pages: 3

Price: US\$ 150.00 (Single User License)

ID: HCF9148BBE1EN

Abstracts

In order to cope with the increasingly intense competition in apparel and footwear, Heilan Home continues to consolidate its advantage in lower-tier cities; at the same time actively expanding to first- and second-tier cities. Regarding its product line, the company spares no effort to develop more fashionable styles to cater to the younger generation. In addition, the company continues to further develop the high quality-price ratio of its products. Furthermore, in view of the booming developme...

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