

Hengdeli Holdings Ltd in Personal Accessories (China)

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Abstracts

Positioned as a mid- to high-end watch specialist store, sales of high-end watches in Hengdeli were affected by anti-corruption policy in 2013. The economic slowdown also negatively impacted consumption of watches in China. In order to remain competitive, Hengdeli plans to focus on maintaining the healthy progress of its business in second-tier, third-tier and fourth-tier cities. Mid-end watches will be of particular interest to Hengdeli, as the company believes that consumers still need time...

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