

Hon Co Ltd in Personal Accessories (South Korea)

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Date: May 2015

Pages: 2

Price: US\$ 572.00 (Single User License)

ID: HAD3E6720D8EN

Abstracts

Hon Co Ltd has planned to attract consumer interest by lowering jewellery retail prices by up to 20%, starting in July 2013. These price cuts aim to reflect the fall in international gold prices as well as attract consumers. This effort will see the company stand out among its competitors as most international players are increasing their retail prices despite the commodity price drop.

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