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Hong Kong Suning Citicall Appliance Ltd in Consumer Appliances (Hong Kong, China)

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Abstracts

Over the forecast period, Hong Kong Suning Citicall Appliance Ltd is likely to focus on expanding its retail network in Hong Kong. This is mainly to maximise its proximity to consumers so as to increase its competitiveness in electronics and appliance specialist retailing. It is also expected to focus on mid-priced brands to maximise its reach among the mass consumers.

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