

Hong Kong Suning Citicall Appliance Ltd in Retailing (Hong Kong, China)

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Abstracts

Hong Kong Suning Citicall Appliance is set to continue consolidating its outlet network in response to high commercial rents and the sluggish store-based retailing environment. With the investment of Alibaba group, Hong Kong Suning is set to continue strengthening its capabilities in terms of online-to-offline shopping experiences, provided that retail outlets remain highly accessible in the city. The company is also set to continue enhancing levels of in-store and after-sales services and impro...

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