

Hyundai Department Store Co Ltd in Retailing (South Korea)

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Abstracts

As there is severe competition from hypermarkets, homeshopping companies and internet shopping malls, Hyundai Department Store Co Ltd has aggressively tried to expand its business area and increase its market share by adding outlets in South Korea. It opened a Hyundai Premium outlet in Gimpo, and Hyundai department stores in D-Cube City and Pangyo in 2015. It also opened a Hyundai Citi Outlet in Dongdaemun and a Hyundai Premium outlet in Songdo. It has further plans to open urban-style outlets i...

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