

# Hyundai Livart Furniture Co Ltd in Home and Garden (South Korea)

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## Abstracts

Hyundai Livart Furniture Co plans to strengthen its B2C sales, especially in kitchen furniture and it will offer an integrated home renovation service in its national sales network. To fulfil consumer demand, the company invited other leading brands to participate in a shop-within-shop operation. By jointly and cooperatively marketing with well-known consumer electronics brands, such as Miele, Siemens or GE, Livart Furniture seeks to offer an integrated and synergistic service over the forecast...

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