

InterPark INT Corp in Retailing (South Korea)

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Date: June 2014

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: I0D0AAAD60CEN

Abstracts

InterPark INT Corp distributes a wide range of goods and offers a ticket reservation service as well as downloads of digital books. The company was experiencing difficulties within retailing as it recorded declining value sales in 2012 and in the first quarter of 2013. Notably, tour and ticket sales have been recording double-digit growth. As a result, the company plans to focus on sales of services such as ticket and tour products by providing more-diverse promotional events over the forecast...

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