

Ito Ya Co Ltd in Personal Accessories (Japan)

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Abstracts

Ito Ya aims to build a stronger presence in the retailing of writing instruments by further developing its store-based outlets and internet operations over the forecast period. The company places a strong emphasis on promotional campaigns run via social media platforms such as Facebook, Twitter and Instagram in an effort to reach consumers across Japan and boost online sales. Ito Ya is also looking to improve sales in its store-based outlets by improving its level of customer service and the ex...

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