

Kyobo Book Centre Co Ltd in Retailing (South Korea)

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Abstracts

Kyobo Book Centre Co Ltd is the largest media products stores company in South Korea in outlet terms; it had 30 stores in 2016. In 1997, Kyobo Book Centre opened Internet Kyobo Book Centre to expand its business to internet retailing. However, the player recorded a decrease in its retailing value sales in the review period as many other channels are carrying media products in South Korea.

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