

Li Ning Co Ltd in Apparel and Footwear (China)

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Abstracts

Li Ning plans to make use of mobile platforms to get closer to its target consumers and develop more competitive new products. Moreover, the company will integrate online and offline distribution channels, to enhance consumers' shopping experience and increase online sales revenue to represent 20% of the total over the forecast period. Its multibrand strategy will be continued over the forecast period, to better serve different target consumer groups.

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