

# Lion Group, The in Retailing (Vietnam)

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## Abstracts

In 2016, fierce competition forced The Lion Group to close its final department store in Hanoi, bringing an end to the presence of Parkson in the city, at one time a major focus for the expansion of the international retail brand. Instead, The Lion Group is set to focus on developing its outlets in Ho Chi Minh City. Moreover, The Lion Group is expected not only to promote long-term investment in developing premium department stores, but also to pay more attention to the environment and the susta...

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