

Livart Furniture Co Ltd in Home and Garden (South Korea)

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Abstracts

In 2014, Livart Furniture Limited plans to strengthen its B2C sales, especially in kitchen furniture, and it will offer an integrated home renovation service in its national sales network. To fulfil consumer demands, the company invited other leading brands to participate in a shops-within-shop operation. By jointly and cooperatively marketing with well-known consumer electronics brands, such as Miele, Siemes or GE, Livart Furniture seeks to offer an integrated and synergistic service over the...

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