

Lock & Lock Co Ltd in Home and Garden (South Korea)

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Abstracts

Although Lock & Lock is one of the representative players in domestic homewares, it is also facing strong challenges. The company's main strategic direction to overcome such difficulties is twofold. Expanding its product portfolio is a continued process and the sales proportion of its beverageware is growing strong against that of food storage. The other direction is the strengthening of its retail distribution to reach out to a larger group of consumers and to offer better service. The addition...

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