

Matsumotokiyoshi Holdings Co Ltd in Retailing (Japan)

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Abstracts

Matsumotokiyoshi will continue to strive to be viewed as a local beauty and healthcare specialist by consumers, seeking to address the needs of each store's consumer base. The company is thus likely to develop a wider range of store formats and services to suit differing areas' needs. The company believes there is a particularly strong potential for growth in three major metropolitan areas: Tokyo, Osaka and Nagoya. This is due to the country's ongoing urbanisation focusing on these cities. The c...

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Contents

Strategic Direction

Company Background

Digital Strategy

Summary 1 Matsumotokiyoshi Holdings Co Ltd: Share of Sales Generated by Internet
Retailing 2014-2016

Private Label

Summary 2 Matsumotokiyoshi Holdings Co Ltd: Private Label Portfolio

Competitive Positioning

Summary 3 Matsumotokiyoshi Holdings Co Ltd: Competitive Position 2016

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