

# Mobile World JSC in Retailing (Vietnam)

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## Abstracts

Over the forecast period, Mobile World JSC will strive to maintain one of the biggest companies in overall retailing in Vietnam. As the first retailing company to have national coverage in all 63 provinces of the country, Mobile World JSC's major activities in the future will include optimisation of its outlet network to increase sales and maintain strong brand awareness. The company will focus on online retailing development with an expectation that internet retailing will account for 20%.

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## Contents

Strategic Direction

Key Facts

Summary 1 Mobile World JSC: Key Facts

Summary 2 Mobile World JSC: Operational Indicators

Internet Strategy

Summary 3 Mobile World JSC: Share of Sales Generated by Internet Retailing

Company Background

Private Label

Competitive Positioning

Summary 4 Mobile World JSC: Competitive Position 2013

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