

Nguyen Kim Trading JSC in Consumer Electronics (Vietnam)

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Abstracts

Over the forecast period, Nguyen Kim Trading JSC is expected to deploy a clear vision to expand its outlet number across Vietnam in order to establish a stronger presence. The company's ambition is to become the leading electronics and appliance specialist retailer in Vietnam, to account for between 30% and 40% of the value sales generated by the electronics and appliance specialist retailers distribution channel by the end of the forecast period. Thus, Nguyen Kim Trading JSC is likely to...

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Contents

Strategic Direction

Key Facts

Summary 1 Nguyen Kim Trading JSC: Key Facts

Summary 2 Nguyen Kim Trading JSC: Operational Indicators

Company Background

Internet Strategy

Private Label

Competitive Positioning

Summary 3 Nguyen Kim Trading JSC: Competitive Position 2013

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