

Nice Group in Home Care (China)

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Abstracts

At the beginning of 2016, Nice Group promoted 'Nice Group' with double revenue in one year's time through both increasing productivity and enlarging sales channel. Meanwhile, after the acquisition of the high-end Taiwan enterprise, Magic Amah, high-end products will have leapfrog growth and satisfy the demands of high-end consumers. Despite performing well in domestic markets, Nice Group endeavours to make the enterprise a world-class company by continuously increasing its product shares in inte...

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