

Parkson Holdings Bhd in Retailing (Malaysia)

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Abstracts

Parkson Holdings Bhd is expected to be more cautious with its store expansion plans during the forecast period due to the intense competition it faces in the mature channel of department stores. Parkson is expected to be more concerned about strengthening its turnover through its existing outlets by making improvements to its product portfolio rather than by aggressively expanding the number of outlets it operates.

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