

Parkson Retail Group Ltd in Retailing (China)

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Abstracts

In spite of the fact that Parkson Retail Group has closed around seven non-performing department stores since 2012 and opened new stores in better location. The company will continue its expansion plan in the forecast period, focusing on opening fewer new outlets, but of a larger size to maximise the company's strengths. To meet consumers' new demand, Parkson will provide even more comprehensive shopping and entertaining experiences to customers in its new outlets, with enhanced offerings, ...

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