

Rakuten Inc in Apparel and Footwear (Japan)

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Abstracts

Rakuten Inc has been gearing towards the expansion of apparel and footwear internet retailing in the recent past. In April 2012, the company launched Rakuten Brand Avenue, an e-commerce website specialising in apparel and footwear. Along with the company's main e-commerce website, Rakuten Ichiba, the company plans to continue to focus on the expansion of apparel and footwear sales through internet retailing.

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