

Rakuten Inc in Retailing (Japan)

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Abstracts

Rakuten underwent restructuring in 2016, with this not only seeing the company exit some non-core operations but also introduce a new organisational structure that aims to offer each subsidiary more flexibility in its development. The company's 2020 Vision strategy is meanwhile based on three core principles: strong, smart and speed. The company is expected to focus on offering maximum convenience and ease of use within internet retailing, with a particular focus on mobile-optimisation. The comp...

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Contents

Strategic Direction

Company Background

Digital Strategy

Summary 1 Rakuten Inc: Share of Sales Generated by Internet Retailing 2014-2016

Competitive Positioning

Summary 2 Rakuten Inc: Competitive Position 2016

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