

Robinson & Co Ltd in Retailing (Malaysia)

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Abstracts

Robinson & Co seeks to provide consumers with a unique retail environment within the regions in which it operates. Hence, the company constantly searches for ways to enhance the customer shopping experience, by providing good customer service, widening the product range, ensuring quality products are marketed, and providing value for money goods. It also continued to bring in international designer products such as Rockport and Oasis, to cater for the rising sophisticated demand seen amongst...

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