

RT Mart Taiwan Ltd in Retailing (Taiwan)

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Abstracts

RT Mart Taiwan Ltd intends to keep its focus on low-priced products and necessities since Taiwan's economic situation is still fluctuating, thus affecting consumer confidence. Moreover, in the highly competitive hypermarkets channel, RT Mart Taiwan is not likely to open new outlets in the near future. Instead, the company may emphasise more its online retailing in the forecast period.

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