

Ryohin Keikaku Co Ltd in Retailing (Japan)

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Abstracts

Despite the gloomy economic situation in Japan, Ryohin Keikaku Co Ltd continued to enjoy its sales growth over the review period. In overseas markets, the company is expanding its outlets in Asia. In 2012, the company operated 105 outlets in Asia and store opening was strengthened especially in China. By following the successful business expansion in China, the company aims to raise its overseas sales ratio to 20%, ¥40 billion by fiscal year end in February 2015.

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