

Senheng Electric (KL) Sdn Bhd in Retailing (Malaysia)

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Abstracts

Senheng Electric (KL) Sdn Bhd is expected to expand its outlet network via the opening of new stores, in combination with the closures of underperforming outlets. On the other hand, Senheng is also set to improve its recently launched online store in order to enhance consumer convenience by giving the option to shop from home.

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