

Senshukai Co Ltd in Retailing (Japan)

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Abstracts

Senshukai announced a 3-year mid-term plan from 2011 to 2013. The company aims to increase net sales to ¥160.0 billion in 2013. To achieve this goal, one of the main focuses is to further develop its internet retailing business. Other than BelleMaison.net, the company will launch a number of specialist internet shops such as for flowers and pets, owned by the subsidiaries, to expand the overall profits of the company. Additionally, the company plans to expand its bridal business as well as...

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