

# Shanghai Friendship Group Inc Co in Home and Garden (China)

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Date: July 2013

Pages: 3

Price: US\$ 150.00 (Single User License)

ID: SF8A33AE55EEN

## Abstracts

Based around its chained home improvement and gardening store, Shanghai Friendship Group Inc Co plans to launch other operational models for its Homemart brand over the forecast period. According to trade sources, the company is looking to directly launch outlets in a shopping centre format to develop Homemart into a comprehensive retailing destination including both home and garden specialist retailers and mixed retailers during the forecast period.

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