

Shin Kong Mitsukoshi Department Store Co Ltd (Taiwan) in Retailing (Taiwan)

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Abstracts

Since Shin Kong Mitsukoshi Department Store Co Ltd (Taiwan) already operates quite a number of large department stores across Taiwan, it is unlikely for the company to open new outlets in the near future. However, the company is expected to renovate or extend the current outlets to have themes for different sections of its department stores to appeal to more young consumers.

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