

Shinsegae Co Ltd in Retailing (South Korea)

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Abstracts

Shinsegae Co Ltd separated out its former hypermarkets subsidiary E-Mart Co Ltd in 2011 in order to concentrate solely on its department store business. Following the separation of these two large-scale business units, the company is set to focus more on operating its department stores more professionally and efficiently. Shinsegae Co Ltd currently has plans to generate annual value sales in excess of Won20 trillion through its 17 department stores by 2020. In internet retailing the company...

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