

Sunfar Computer Co Ltd in Consumer Appliances (Taiwan)

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Abstracts

Sunfar Computer Co Ltd plans to continue securing partnerships with electronics and appliance manufacturers in order to gain more exclusive deals. The retailer aims to differentiate itself by being the sole distributor for certain products in Taiwanese consumer appliances, especially since competition between electronics and appliance specialist retailers in Taiwan is intense and many stock similar products from the same big-name brands. The retailer also plans to focus on increasing its...

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