

Suning Appliance Co Ltd in Consumer Electronics (China)

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Date: December 2013

Pages: 3

Price: US\$ 150.00 (Single User License)

ID: S91A4F8D456EN

Abstracts

Suning Appliance Co Ltd will adopt the Suning Cloud Retailing strategy in 2013 and beyond, in an attempt to integrate its online and offline businesses. This involves chained electronics and appliance specialist stores, its online platform, suning.com, and new Laox Life shopping malls, to provide a happy-shopping environment for consumers.

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