

Suning Commerce Group Co Ltd in Consumer Appliances (China)

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Date: November 2016

Pages: 3

Price: US\$ 150.00 (Single User License)

ID: S9958E9359DEN

Abstracts

Over the coming years, Suning Commerce Group will look to strengthen its core competitiveness by focusing on retailing and logistics. The company plans to further penetrate third and fourth tier cities and rural areas, with a concentration on mobile shopping terminals, in line with growing on-the-go consumption. To facilitate online shopping, Suning will also consolidate its logistics system and look to cooperate with upstream as well as third-party players in order to provide the best possible...

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