

Test Rite Group in Home and Garden (Taiwan)

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Abstracts

Test Rite Group opened its very first DIY store in Taiwan by cooperating with Kingfisher Group from the UK in 1995, and acquired 100% of the common stock of all DIY stores in 2007. The company established 27 TLW DIY stores, Hola, Hola Petite and Hola Casa across the country. It also introduced an American home decoration brand Crate & Barrel into Taiwan in 2015, and opened a new store in Taichung in 2016. The company aims to enhance its sales performance via omnichannel retailing instead of open...

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