

Tsann Kuen Enterprise Co Ltd in Consumer Electronics (Taiwan)

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Abstracts

Tsann Kuen Enterprise is likely to reappraise its presence in both store-based and internet retailing. The company may reduce its large number of outlets through closures of underperforming outlets. The role of online retail is expected to be of greater importance going forward. The company's online strategy is likely to shift focus from rapid delivery and a wide portfolio to creating a more interesting user experience and to ensuring high-quality service.

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