

Tsann Kuen Enterprise Co Ltd in Retailing (Taiwan)

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Date: January 2017

Pages: 3

Price: US\$ 150.00 (Single User License)

ID: T2551FA4297EN

Abstracts

Tsann Kuen Enterprise has been successful at balancing operations between an established store-based business and growing interest in internet retailing. As an early store-based player in internet retailing the company is anticipated to continue to shift resources to internet retailing to reinforce its already substantial position. The retailer is also expected to utilise its position in store-based retail to provide reassuring face-to-face customer service that will be difficult for its rivals...

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Contents

Strategic Direction

Company Background

Digital Strategy

Summary 1 Tsann Kuen Enterprise Co Ltd: Share of Sales Generated by Internet
Retailing 2014-2016

Private Label

Summary 2 Tsann Kuen Enterprise Co Ltd: Private Label Portfolio

Competitive Positioning

Summary 3 Tsann Kuen Enterprise Co Ltd: Competitive Position 2016

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