

Tsann Kuen Enterprise Co Ltd in Retailing (Taiwan)

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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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