

Wal-Mart (China) Investment Co Ltd in Retailing (China)

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Abstracts

Wal-Mart (China) Investment will accelerate its development in China by opening around 100 outlets from 2014 to 2016, including the associated logistics centres. Meanwhile, the company will strengthen its penetration in third- and fourth-tier cities, to better serve consumers amidst urbanisation in China. In addition, Wal-Mart China will continue to provide quality products and services to local consumers, optimising the operations in each outlet.

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