

# Yamada Denki Co Ltd in Consumer Appliances (Japan)

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## Abstracts

Yamada Denki sees itself as being engaged in the third phase of its development – or “third start-up period”. Following its initial start-up and then its move “from a “community-based general shop to a mass merchandiser”, the company is now engaged in a process of utilising its high-density store network close to consumers’ homes to cultivate new markets. In particular, Yamada Denki is looking to position various solution businesses as a principal pillar of its operations, alongside the sale of...

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