

Yamada Denki Co Ltd in Consumer Electronics (Japan)

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Abstracts

Yamada Denki considers 2013/2014 as its third term of following its business path, focusing on merging retail networks with online ones and offering solutions to combat a shrinking market size caused by aging society. The first and second terms were the early times after the establishment and expansion periods during which the company became the leading electronics and appliance specialist retailer in Japan, respectively.

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