

# yihaodian.com in Packaged Food (China)

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## Abstracts

Yihaodian.com is keen to gain a leading position in internet retailing, while this channel is expected to see intensifying competition in the forecast period. The company will thus focus on ensuring that consumers enjoy a pleasant shopping experience. The company is expected to further expand its product range in the forecast period and is expected to expand its deliveries of fresh food nationally, while also partnering with more chemists/pharmacies in order to expand its range of healthcare.

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