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Yodobashi Camera Co Ltd in Consumer Electronics (Japan)

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Abstracts

Yodobashi Camera is expected to continue benefiting from the slow expansion of its store network, with the company set to focus on larger stores in strategic locations which can appeal to foreign tourists and domestic consumers alike. The company is also set to continue targeting key groups of foreign tourists such as Chinese shoppers by ensuring that all of its stores have multilingual sales assistants and carefully targeted discounts, such as offering money off when paying for purchases via Un..

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