

Zhejiang Supor Co Ltd in Home and Garden (China)

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Abstracts

Zhejiang Supor Co Ltd will continue to focus on strengthening its position in the homewares category, most specifically in kitchen and kitchenware, focusing on the launch of high quality and distinctive products. In terms of building its distribution network, Zhejiang Supor will continue to maintain the modern sales channels such as Gome and Suning, while also developing online sales channels catering to the growing interest in online shopping. Besides the first- and second-tier cities,...

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