

國際家居零售有限公司

International Housewares Retail Company Limited

日本城
JAPAN HOME CENTRE

悉心照顧每個家



City Life





JHC's Pathway to Success



No. of Shops (HK)





Our Set of Value

Our Mission

Our Target

Our Strategy

Our Management

From Mission to Management



悉心照顧每個家



Core Brand Value
(Value for Money & Uniqueness)

General Brand Experience
(Service & Ambient)

Everyday Brand Perception
(CSR & Ecology)

JHC's Branding Strategies

Current retail network



Overseas Expansion Strategy

Expanding retail network to enhance brand recognition and capture greater market demand

Courage

Decisive

Winning Tips?

Visionary

Persistent