GOME STIRS A NEW PRICE WAR WITH JD

[illegible] 3C [illegible]

The traditional household appliances market is still dominated by Gome and Suning. But in the field of E-commerce, Gome is totally the weaker. However, this year, Gome is suddenly and exceptionally active in this industry. In the first half, Gome provoked fierce competition repeatedly with its main competitors JD and Suning. What’s more, in two aggressive internal mails revealed a few days ago, Gome asserted it would fully surpass Suning in the second half of this year and even declared to bring down prices to lower than those on JD both online and offline. Suddenly, the 3C household appliances E-commerce market is at swords’ points once again.

From: The Huxiu

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In case of any mistakes, queries or advice, please send emails to judy.zhang@ccjk.com. Many thanks!