

rkd retail/iQ presents  
**Parkson Department Store**  
New store opening in Jinan

group | rkd retail/iQ

/ china

/ india

/ mena

/ thailand



## PARKSON 百盛

### A first mover

The leading Malaysian department store realized early that their expansion opportunities within their home market were limited due to domestic market saturation and became a first mover in the PRC market.



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## PARKSON 百盛

### The leading mid-level department store

Fast forward 17 years later, now with nearly 50 locations throughout the greater China, Parkson is the leading mid-level department store chain with significant expansion plans for 2011 and 2012.



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## PARKSON 百盛

### The time for differentiation

rkd retail/iQ agreed the time for differentiation and clearly understands that Parkson has the desire and the ability to differentiate from the competition through an enhanced merchandise assortment, better brand partners, improved retail environment and unique customer service.



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## PARKSON 百盛

### The next level

rkd retail/iQ has been engaged to take Parkson to the next level of department store implementation with new flagship locations in leading tier 1, 2 and 3 cities.



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