

Hongkong Suning Commerce Co., Limited

INTRODUCTION ABOUT COMPANY :

In 1990, Suning Commerce was established in Nanjing of China. It is the China's commercial leader. Among China's top 3 privately-run enterprises. As the largest commercial retail enterprise in China, Suning Commerce ranks first among top 500 Chinese private enterprises with the brand value of 95.686 billion yuan.

In July of 2004, Suning Commerce (Suning Appliance (002024)) was listed in Shenzhen Stock Exchange, thus having become the first listed Chinese home appliance chain enterprise featured by IPO (Initial Public Offerings), with its market value ranking in the first tier of home appliance chain enterprises worldwide. It has 180,000 staff with annual sales revenue 230 billion yuan.

Based on the principle of steady, fast and standardized duplication, Suning Commerce has formed an overall development pattern integrating renting, building, purchasing and merging. Suning has over 1600 chain stores in more than 600 cities in mainland China. In 2009, by overseas merger and acquisition, Suning entered the markets of China Hong Kong, and Japan and launching its global business.

At the end of 2009, Suning enters Hong Kong market through the cooperation with Citicall Hong Kong which had been incorporated into Suning business entity. On 1st March 2010, Suning had officially developed direct headquarter in Hong Kong.

With the aid of strong support from enterprise in mainland, Hong Kong Suning has steadily improved in all aspects of the chain expansion, supply chain, marketing promotion, brand image and team building, through the rapid development in past 4 years. Up to now, we owned 30 stores in Hong Kong, and the general sale scale becomes 8 times as large as it is in 2010, thus successfully rank first in Hong Kong electronics retail industry.

At the same time, Hong Kong as our first stop, Suning will further develop its globalised business model, get acquainted with the law and culture of the overseas market, build up our international organization structure with talented team in order to achieve our strategic goal – expanding all over the world.

Suning's long-lived undertaking is based on the effort of talented staff. Suning has set up a systematic framework of recruiting, selecting, training, testing, rewarding and developing for Suning staff. In 2012, Hong Kong Suning started to introduce and recruit fresh graduating students, accumulating resources for the rapid development of the company. We will also hold the Manager Trainee Program in 2017. Welcome to join Hong Kong Suning!