

Corporate Profile



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Pricerite Group Limited ("Pricerite" or "Company") (stock code #996) is a leading Hong Kong based retailer of furniture and household products. We enhance the home environment of our customers by providing good quality, competitively priced home improvement products through our comprehensive network of outlets and our website www.pricerite.com.hk.

Pricerite also owns Cosmos Global, a brand management company that serves as a total solution business partner for brand owners to tap the Asia Pacific markets. Another new member of Pricerite is 3C Digital, which specialises in providing quality consumer electronics and digital products to our trendy customers.

We attain leadership by innovation – innovation in our product mix, merchandising, store layout and entire market strategy in home improvement product retailing. Our constant efforts to increase our understanding of customers' expectation and needs through our use of information technology to gain accurate and timely data and use of market research tools to drive our customer-focused innovations.

We deliver through a balanced fusion of technology and people. We utilise technology to enhance product delivery, operational efficiency and ultimately our logistical strength. We complement this with our dedicated workforce to develop and source the best products, to build our brand and create our customer friendly shopping environment, as well as to assist our customers with the best service possible.

