



Our Smiling Curve Strategy

Providing both production and distribution solutions

Yue Yuen's smiling curve strategy is evolving. At one end of the curve is the world's largest footwear manufacturing operation; at the other a growing distribution network in China. And at the centre of it all are our customers, for whom we always aim for complete satisfaction.

微笑曲線策略

提供生產及分銷解決方案

裕元之微笑曲線策略正不斷演進。供應鏈一端為全球最大規模鞋類製造業務，另一端連接中國不斷擴大之分銷網絡。中心為客戶，本公司致力為客戶帶來全面稱心滿意之服務。

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