



## QVC Japan, Inc.

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### Company Description

QVC was founded in 1986 by Joseph Segel, an entrepreneur who saw an opportunity to create a new and engaging shopping experience through television broadcasts. He named the company QVC to represent its three guiding principles: Quality, Value, and Convenience. These values were created to build trust with consumers, creating lifetime, avid fans.

Today, QVC is the world's leading video and ecommerce retailer, offering a curated collection of desirable brands to millions of customers around the globe each day through broadcast, Internet, and mobile sales platforms. QVC is the world's top multimedia shopping company in terms of viewers and revenue and ranks among the top online mass merchandise retailers. QVC's 2013 sales generated \$8.6B in annual revenues, \$3.2B of which came from ecommerce.

### Company Details

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**Head Office**

United States

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**Main Business**

テレビショッピングを主体とした通信販売業

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**President**

内田 康幸

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**Established**

2000年6月

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**Capital**

115億円

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**Number of Employees**

Over 1,000

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**URL**

<https://qvc.jp/annai/index.html>

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**Offices**

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**Main Office**

2-1-1 Hibino, Chiba-shi Mihama-ku  
Chiba, Japan, 2618533

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