

Adexi A/S in Consumer Appliances (Denmark)

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Date: January 2016

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: A618B9F2051EN

Abstracts

Adexi is one of the largest importers and distributors of consumer appliances in Denmark. Its product portfolio consists of a mixture of its own brands and licensed brands positioned to address all price segments. This is the company's strength, as it can appeal to the broadest possible consumer spectrum and has the ability to supply many new product launches each year. Adexi is accordingly unlikely to diverge from this strategic positioning in its direction over the forecast period.

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