

Afron Electronics Ltd in Consumer Appliances (United Arab Emirates)

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Date: February 2016

Pages: 3

Price: US\$ 150.00 (Single User License)

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Abstracts

Afron Electronics is expected to continue to focus on offering good quality at competitive prices in the forecast period. The company is likely to continue to expand its range but will not invest heavily in innovation, instead following sales trends with its new product development. The company will continue to benefit from wide distribution and is likely to attract many low- to mid-income consumers with its major appliances in the forecast period, while its small appliances' low prices are...

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