

Airfree - Produtos Electrónicos, Lda in Consumer Appliances (Portugal)

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Abstracts

Focused on air treatment appliances, Airfree's business strategy is directed towards foreign markets, a trend that it is likely to maintain in the coming years. On a domestic level, this company is predicted to increase investment in marketing campaigns as well as in the expansion of the range of retailers selling its products. However, in so much as there is no evidence of any entry into new sectors, Airfree's potential for growth in Portugal over the forecast period is limited to the low...

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