

Amica Wronki SA in Consumer Appliances (Poland)

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Abstracts

Amica Wronki is expected to continue focusing on large cooking appliances. At the end of 2015, the company started sponsoring the culinary show “MasterChef” in order to increase brand awareness. Amica Wronki will continue to be active in marketing activities in order to boost sales. One of the main pillars of the future development of Amica is further investment and acquisitions outside of Poland in European countries. However, Amica also plans to increase its production capacities in Poland.

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