

AR Audio Svenska AB in Consumer Electronics (Sweden)

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Abstracts

AR Audio Svenska AB is the NBO of the Kenwood brand on the Swedish market. The company will continue to seek sales growth for the Kenwood brand through greater availability and distribution on the market. AR Audio's measurable market presence is restricted to in-dash media players. In-dash media players are projected to record strong volume decreases over the forecast period. This will make it difficult for AR Audio to achieve its strategic goals.

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