

AsusTek Computer Inc in Consumer Electronics (World)

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Abstracts

This profile of AsusTek Computers Inc (Asus) outlines the challenges faced by the company as profit margins come under pressure in desktops and laptops. The report also examines the prospects for Asus as it looks to diversify into new revenue streams to rejuvenate growth in its business.

Euromonitor International's AsusTek Computer Inc in Consumer Electronics (World) Company Profile offers detailed strategic analysis of the company's business, examining its performance in the Consumer Electronics industry. The report examines company shares by region and sector, product developments, market and distribution strategies, challenges from the competition and future prospects. Use it to understand opportunities and threats facing the business and the factors driving success.

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