

# Bauknecht Hausgeräte GmbH in Consumer Appliances (Germany)

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## Abstracts

The strategic direction of Bauknecht Hausgeräte GmbH continues to follow the theme of product innovation as the company seeks to improve its position in major appliances through a diversification of its retail distribution channels. The company plays only a limited role in the global strategy of US-based parent company Whirlpool Corporation, although its role was augmented by the 2011 acquisition of the rights to the former Otto group, which previously owned the Privileg brand. The strategic...

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