

BenQ Corp in Consumer Electronics (Taiwan)

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Abstracts

BenQ Corp will emphasise its optimising of technology and the performance of its monitors and projectors, promoting the panel module assembling business. In addition, the company intends to retain a focus on its computers and peripherals. Moreover, due to the strong impact of tablets, the company's e-reader sales volume declined significantly. Therefore, BenQ plans to remove e-readers from its product portfolio and focus more on the growing demand for tablets. BenQ is also likely to launch new...

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