

Birtman SA de CV, Industrias in Consumer Appliances (Mexico)

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Abstracts

Industrias Birtman will continue to focus on the development of premium-positioned small appliances under its brands Birtman and Breville and distribution through upmarket retailers. The company aims to replicate its performance in refrigeration appliances by introducing a line of electric wine coolers/chillers.

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Contents

Strategic Direction

Key Facts

Summary 1 Industrias Birtman SA de CV: Key Facts

Production

Competitive Positioning

Summary 2 Industrias Birtman SA de CV: Competitive Position 2015



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