

Britânia Eletrodomésticos SA in Consumer Appliances (Brazil)

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Abstracts

Britânia Eletrodomésticos SA is expected to continue investing in the expansion of its product portfolio through new product development in response to the increasing competition it faces in Brazil. Brands such as Cadence and Mondial are set to continue posing a threat to Britânia as these brands target a similar consumer audience with pricing strategies that are quite aggressive.

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