

BSH Ikiakes Siskeves SA in Consumer Appliances (Greece)

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Date: January 2016

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: B1FDBA9233EEN

Abstracts

BSH Ikiakes Siskeves is strategically oriented towards quality and innovation. Although the company's main aim is to increase its share, it also tries to minimise its costs. According to the company, it is planning to close its factory in Greece, as it has decided that no further investment will be made in the country.

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