

BSH Kft in Consumer Appliances (Hungary)

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Abstracts

Over the forecast period, BSH will focus on developing new value added products that deliver better performance, convenience and user-friendliness, while also working to improve the quality and reliability of its existing Bosch, Siemens and Ufesa ranges. In keeping with its focus on protecting the environment and offering consumers better value for money, the company will also invest in making its appliances more energy efficient. The growing threat from cheaper economy brands and private label...

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Contents

Strategic Direction

Key Facts

Summary 1 BSH Kft: Key Facts

Summary 2 BSH Kft: Operational Indicators

Company Background

Production

Competitive Positioning

Summary 3 BSH Kft: Competitive Position 2012

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