

CESD Indústria e Comércio de Eletrodomésticos Ltda in Consumer Appliances (Brazil)

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Abstracts

Given the increasing competition in the low- to-middle income segment within small appliances, CESD is now reaching out for upper middle-income and higher-income households in order to increase its profit margins. Since December 2011, the company has offered the Taurus brand, differentiating from Mallory by its positioning, targeting the higher-income group, whilst Mallory offers products with a better cost-benefit. The new launch has not yet influenced CESD's position in small appliances, but...

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