

Cuckoo Electronics Co Ltd in Consumer Appliances (South Korea)

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Abstracts

Business diversification is a key strategy for Cuckoo Electronics. The company is hugely reliant on its sales of rice cookers, which have limited future growth potential. As an essential small cooking appliance among local consumers, the category is sustained mostly by replacement demand. Therefore, Cuckoo is investing in renting out water purifiers and air purifiers as well as expanding its product portfolio to include hobs and other types of small cooking appliances. The rental service busines...

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