

# **Cuckoo Homesys Co Ltd in Consumer Appliances** (South Korea)

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#### **Abstracts**

Cuckoo Homesys Co Ltd is focusing on improving product quality. The company is a longstanding leader of rice cookers, and is thus trying to set a brand reputation rather than trying to absorb share. The company also expanded its business line in 2012 with rental service of water purifiers.

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