

De'Longhi Kenwood Hellas SA in Consumer Appliances (Greece)

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Abstracts

De'Longhi Kenwood Hellas intends to continue to focus on small appliances, and especially food preparation appliances. The company has no plans to compete in the large appliance market, and instead has chosen to focus on being the top small appliance retailer in Greece based upon the strength and brand recognition of its De'Longhi brand. The company is not interested in finding international partners, as it is not an independent company, and all its strategies are dependent on the decisions of...

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