

Edion Corp in Consumer Appliances (Japan)

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Date: March 2016

Pages: 4

Price: US\$ 150.00 (Single User License)

ID: EA0BF2657CEEN

Abstracts

Edion Corp is expected to continue to expand its already extensive store network in the forecast period, particularly in the Kanto region where it continues to have a limited presence in comparison to Yamada Denki. The company will meanwhile focus on shifting its range to match consumer demand, which could see it scale back its range of consumer appliances in the forecast period. Major appliances in particular will see volume sales decline in the forecast period, while these items are bulky and...

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