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Electrolux Home Products (Nederland) BV in Consumer Appliances (Netherlands)

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Abstracts

The strategy of Electrolux Home Products is to strengthen its position in the categories in which it currently operates in the Netherlands. The company is focusing on remaining innovative, providing high-quality, value for money, sustainable appliances, whilst maintaining its Scandinavian heritage in its designs. The company has three active brands in the Netherlands: AEG, Electrolux and Zanussi. Electrolux is its premium brand, AEG is aimed at the middle of the market, whilst Zanussi, with its...

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