

Electrostar Ltd in Consumer Appliances (Israel)

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Date: July 2013

Pages: 2

Price: US\$ 150.00 (Single User License)

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Abstracts

Electrostar continues to focus on price promotions, as a result of the social protest last year, in order to attract increasingly price sensitive consumers. During the forecast period, however, the company will be keen to avoid commoditisation and maintain its high-quality image. Consequently, it will emphasise the durability of fans in its marketing and continue to invest in new product development, in order to offer high-tech products. Energy-efficiency is expected to be the main area of...

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