

Fiamma Holdings Bhd in Consumer Appliances (Malaysia)

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Date: March 2016

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: FD54AD288CBEN

Abstracts

Fiamma Holdings Bhd is expected to focus on investing in marketing campaigns to build consumer-awareness and interest in its portfolio of brands. The mid-priced-to-premium positioning of its brands is proving effective alongside consumers' rising sophistication and disposable incomes. Enlarging its distribution network is another focus for the player over the forecast period, as it will attempt to increase consumers' accessibility to the brands.

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