

Fitbit Inc in Consumer Electronics (United Kingdom)

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Date: January 2016

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: FF0B5FB76B4EN

Abstracts

Fitbit's plan within consumer electronics is to be the worldwide leading company in passive wearable electronics, and compete indirectly against manufacturers of autonomous wearable electronics such as Apple and Samsung. Moreover, the company wants to build a large community of people who care about fitness and wellbeing. In order to spread its vision across the country, Fitbit launched a marketing campaign called #findyourfit through television commercials and social media engagement.

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Contents

Strategic Direction

Key Facts

Summary 1 Fitbit Inc: Key Facts

Competitive Positioning

Summary 2 Fitbit Inc: Competitive Position 2015

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