

GD Midea Holding Co Ltd in Consumer Appliances (China)

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Abstracts

GD Midea Holding will focus more on its core products of refrigeration appliances, washing machines and air conditioners in 2013, optimising its product structure by putting emphasis on middle-market and high-end products, in addition to strengthening technological investment. Meanwhile, the company aims for balanced development between operational scale and profit growth by fully tapping Midea's marketing and sales resources and consolidating its distribution in third- and fourth-tier markets.

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