

Godfreys Pty Ltd in Consumer Appliances (Australia)

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Abstracts

Godfreys is a specialist vacuum cleaner chain, selling many brands that other consumer appliance retailers do not. With vacuum cleaners amongst the most reliable consumer appliance categories in terms of value growth, this has always been an attractive market in which to operate. Godfreys intends to continue to gain from this market growth through intensifying the rate at which it introduces new vacuum cleaner models into the Australian market, whilst also ensuring that these new models are...

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