

H-Buster Indústria e Comércio Ltda in Consumer Electronics (Brazil)

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Date: November 2013

Pages: 3

Price: US\$ 150.00 (Single User License)

ID: H64D45959EDEN

Abstracts

H-Buster, one of the leading companies in in-car entertainment, has been going through a change in strategy over the past few years, investing in product diversification in order to reach a wider consumer base. In 2010, the company entered the LCD televisions category and at the end of 2011 launched its first portable computers. This presence in two of the biggest consumer electronics categories allows H-Buster to expand its brand outside in-car entertainment and reach middle-income groups...

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