

# Haatz Co Ltd in Consumer Appliances (South Korea)

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## Abstracts

Although Haatz has established a presence in the B2B channel through its cooker hoods, and has been successful thus far, a limited product portfolio and uncertainty regarding the future of the housing construction industry could prove to be obstacles to the company's continued success. Therefore, the company is actively seeking to expand in the B2C channel. Haatz has entered the built-in hobs category via the offer of multiple products.

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## Contents

Strategic Direction

Key Facts

Summary 1 Haatz Co Ltd: Key Facts

Summary 2 Haatz Co Ltd: Operational Indicators

Production

Summary 3 Haatz Co Ltd: Production Statistics 2016

Competitive Positioning

Summary 4 Haatz Co Ltd: Competitive Position 2016

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