

Haatz Inc in Consumer Appliances (South Korea)

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Abstracts

Haatz Inc was the pioneer in cooker hood rental service to reduce the initial cost burden and create additional demand. The company sees a positive future in the rental business and plans to promote the service aggressively. Haatz used TV homeshopping channel to reach a wider number of consumers in 2015. Investment in premium design is another direction of the company to differentiate its products from the competition.

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Contents

Strategic Direction

Key Facts

Summary 1 Haatz Inc: Key Facts

Summary 2 Haatz Inc: Operational Indicators

Production

Summary 3 Haatz Inc: Production Statistics 2013-2015

Summary 4 Haatz Inc: Production Statistics 2015

Competitive Positioning

Summary 5 Haatz Inc: Competitive Position 2015

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