

# Haengnam Chinaware Inc in Home and Garden (South Korea)

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## Abstracts

Haengnam Chinaware Inc announced a new strategic direction in 2012 in preparation for the next 70 years of business. The company will mainly strengthen its research and development in fine ceramics and introduce new designs. Haengnam had previously only been a manufacturer of chinaware and sold marketing strategy regarding its design patterns. With this new strategic direction in which it will focus on designs, the company will concentrate more on design marketing. In the short term, the company...

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## Contents

Strategic Direction

Summary 1 Haengnam Chinaware Inc: Key Facts

Summary 2 Haengnam Chinaware Inc: Operational Indicators

Company Background

Production

Summary 3 Haengnam Chinaware Inc: Production Statistics 2012

Competitive Positioning

Summary 4 Haengnam Chinaware Inc: Competitive Position 2012

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