

# HAG Import Corp (Australia) Pty Ltd in Home and Garden (Australia)

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## Abstracts

H.A.G. Import Corporation will look to consolidate its market position over the short- to medium-term. The company, like the broader homewares industry in general, faces tough competition from private label offerings and is seeing an erosion of unit prices. It will build on its strengths of excellent design and affordability, as well as the aspirational image of its products. As private label continues to grow in Australia, the company will turn to increased sales revenue from international...

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## Contents

Strategic Direction

Key Facts

Summary 1 H.A.G. Import Corporation (Australia) Pty Ltd: Key Facts

Summary 2 H.A.G. Import Corporation (Australia) Pty Ltd: Operational Indicators

Company Background

Production

Competitive Positioning

Summary 3 H.A.G. Import Corporation (Australia) Pty Ltd: Competitive Position 2012

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