

Haier Group in Consumer Appliances (China)

<https://marketpublishers.com/r/H38815DB93DEN.html>

Date: March 2014

Pages: 4

Price: US\$ 150.00 (Single User License)

ID: H38815DB93DEN

Abstracts

Haier Group will further reinforce its competitive strength in consumer appliances in the internet era by adopting an internetisation strategy. The Group will increase its investment in internet sales of appliances over the forecast period, and perfect the holistic solutions for internet-based consumer appliances on the U-home platform, a smart home system developed by Haier. Meanwhile, Haier will integrate marketing, logistics and after-sales service into one open platform, to better serve...

Euromonitor International Local Company Profiles are a concise set of briefings detailing the strategic direction taken by a company. Discover key contact details, the company background and their competitive positioning through this collection of snapshot company profiles.

Product coverage: Major Appliances, Small Appliances.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Consumer Appliances market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

Contents

Strategic Direction

Key Facts

Summary 1 Haier Group: Key Facts

Summary 2 Haier Group: Operational Indicators

Company Background

Production

Summary 3 Haier Group: Production Statistics 2009-2013

Summary 4 Haier Group: Production Statistics 2013

Competitive Positioning

Summary 5 Haier Group: Competitive Position 2013

I would like to order

Product name: Haier Group in Consumer Appliances (China)

Product link: <https://marketpublishers.com/r/H38815DB93DEN.html>

Price: US\$ 150.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/H38815DB93DEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970