

# Hanabishi Philippines Inc in Consumer Appliances (Philippines)

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## Abstracts

Hanabishi Philippines Inc will continue to see a vibrant performance in the local consumer appliances market as consumer awareness of its products increases. The company is expected to continue to expand its product line and beef up its portfolio with faster moving products in small appliances. The competitive pricing strategy of Hanabishi sits well with the expected first time purchases of appliances from lower and middle income buyers whose purchase decisions are often based on price.

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