

Harvey Norman Holdings Ltd in Consumer Appliances (Australia)

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Abstracts

Harvey Norman Holdings faces challenging times during the forecast period. The company will continue to see strong competition from a number of areas, including internet retailing, grocery retailers and mass merchandisers. In response, the company is expected to push for stronger internet retailing sales and will also increase its online marketing, particularly focusing on targeted marketing based on consumer interests. The company will continue to strive to offer quality, value and service in...

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