

Hitachi (Hong Kong) Ltd in Consumer Appliances (Hong Kong, China)

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Abstracts

Hitachi (Hong Kong) Ltd is expected to strengthen its marketing and product innovation efforts for other consumer appliances, such as refrigeration and washing machines, over the forecast period. This is so as to expand its foothold in consumer appliances besides just gaining leadership in air conditioners. The player will also focus on pricing its new products competitively to better attract consumers.

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