

Hitachi Ltd in Home and Garden (World)

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Date: September 2012

Pages: 32

Price: US\$ 572.00 (Single User License)

ID: H02FC9465C0EN

Abstracts

Hitachi has been constrained by its reluctance to move overseas in search of more dynamic growth. The company remains overly reliant on the Japanese market. However, it has begun to make in-roads into markets such as China, Russia and India. Other global players however are also pursuing these markets, which will make new products and marketing crucial if Hitachi intends to compete at the global level.

Euromonitor International's Hitachi Ltd in Home and Garden (World) Company Profile offers detailed strategic analysis of the company's business, examining its performance in the Home and Garden market. The report examines the company's performance by region and category, its brand portfolio and new product developments, market and distribution strategies, challenges from the competition and future prospects. Use it to understand opportunities and threats facing the business and the factors driving success

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