

# Humax Optic Corp in Eyewear (South Korea)

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## Abstracts

With imported brands expected to absorb more market share in eyewear, the company is focusing on introducing products with special functions and features that can attract local consumers. For example, the company has introduced lighter spectacles and suggests that the product can reduce headaches for students studying for entrance exams. Such localised product development and marketing is helping the company to overcome its brand limitations. While imported brands highly rely on sales through...

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## Contents

Strategic Direction

Key Facts

Summary 1 Humax Optic Corp: Key Facts

Company Background

Production

Summary 2 Humax Optic Corp: Production Statistics 2013

Competitive Positioning

Summary 3 Humax Optic Corp: Competitive Position 2013

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