

Indesit Co Magyarország Kft in Consumer Appliances (Hungary)

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Abstracts

Over the forecast period, Indesit will continue to focus on developing new value added products that offer greater convenience, efficacy or energy efficiency to consumers. At the same time, it will work to improve distribution and marketing support for its established ranges. Notably, the company aims to move away from price-based competition and instead use mass media advertising to strengthen consumer awareness of and loyalty towards its brands.

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