

Iriver Ltd in Consumer Electronics (South Korea)

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Abstracts

Iriver aims to recover from running at a loss by focusing on introducing new categories of products due to changes in demand, instead of portable multimedia players and general MP3 players. The company produces high-end MP3 players targeted at a niche group of consumers who prefer high-quality sound when listening to music, instead of offering smartphones or computers. In addition, the company offers accessories for smartphones such as cases, and also digital media player docks. By diversifying...

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Contents

Strategic Direction

Key Facts

Summary 1 Iriver Ltd: Key Facts

Summary 2 Iriver Ltd: Operational Indicators

Company Background

Production

Competitive Positioning

Summary 3 Iriver Ltd: Competitive Position 2013

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