

Koninklijke Philips Electronics NV in Consumer Appliances (Netherlands)

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Abstracts

With its core business in small appliances, Philips faces a fairly saturated market in the Netherlands and will accordingly focus on improving profit margins rather than volume sales. This will be through the release of premium, added value features such as high-end design and innovative technologies. Particular focus will be on the development of the recently acquired range of Saeco espresso machines, since they cater to current consumer trends. In this respect Philips is expected to focus...

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