

LG Electronics Benelux NV in Consumer Appliances (Netherlands)

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Date: July 2013

Pages: 3

Price: US\$ 150.00 (Single User License)

ID: LBD0960A74AEN

Abstracts

Alongside a strong focus on technological innovations, LG will continue to strengthen its brand image within the Netherlands through increased marketing activities. Its main goal will be to gain higher levels of consumer trust, since brand awareness of LG remains comparatively low in the Netherlands and the player's main obstacle to growth is competition from better-known brands. Innovations, meanwhile, will focus on improved energy efficiency to cater to fast-growing consumer demand for more...

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Contents

Strategic Direction

Key Facts

Summary 1 LG Electronics Benelux NV: Key Facts

Company Background

Competitive Positioning

Summary 2 LG Electronics Benelux NV: Competitive Position 2012

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