

LG Electronics Chile in Consumer Appliances (Chile)

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Date: February 2015

Pages: 3

Price: US\$ 150.00 (Single User License)

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Abstracts

LG Electronics Chile is trying to reach different audiences, from consumers with high salaries to middle- income earners, through differentiated products which satisfy the needs of each segment, always positioning itself as a leading brand in terms of value-for-money.

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Contents

Strategic Direction

Key Facts

Summary 1 LG Electronics Chile: Key Facts

Company Background

Production

Competitive Positioning

Summary 2 LG Electronics Chile: Competitive Position 2014

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