

LG Electronics India Pvt Ltd in Consumer Appliances (India)

<https://marketpublishers.com/r/LE5FB30FBE0EN.html>

Date: April 2013

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: LE5FB30FBE0EN

Abstracts

LG Electronics clearly intends to position itself as the most preferred vendor in fulfilling consumers' aspirations in the country. The strategy involves product range, ease of product availability, cutting edge experience and the social status that buying its products confers on the purchaser. The company's marketing strategy has been to drive sales linked to every aspect: Occasion, technology and health, coupled with fun.

Euromonitor International Local Company Profiles are a concise set of briefings detailing the strategic direction taken by a company. Discover key contact details, the company background and their competitive positioning through this collection of snapshot company profiles.

Product coverage: Major Appliances, Small Appliances.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Consumer Appliances market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

Contents

Strategic Direction

Key Facts

Summary 1 LG Electronics India Pvt Ltd: Key Facts

Summary 2 LG Electronics India Pvt Ltd: Operational Indicators

Internet Strategy

Company Background

Private Label

Competitive Positioning

Summary 3 LG Electronics India Pvt Ltd: Competitive Position 2012

I would like to order

Product name: LG Electronics India Pvt Ltd in Consumer Appliances (India)

Product link: <https://marketpublishers.com/r/LE5FB30FBE0EN.html>

Price: US\$ 150.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/LE5FB30FBE0EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970