

# LG Electronics Romania SRL in Consumer Appliances (Romania)

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## Abstracts

LG Electronics Romania is an important player in consumer appliances in Romania, and it expects to strengthen its position and seize a larger share of sales through further innovation, better pricing schemes and perhaps by entering new categories. Under the “Life’s Good” slogan, the company intends to increase the popularity of its LG brand and invest in continuous marketing campaigns.

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