

# LG Electronics Romania SRL in Consumer Electronics (Romania)

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Date: April 2014 Pages: 2 Price: US\$ 150.00 (Single User License) ID: L3C877AA5EFEN

## Abstracts

LG Electronics Romania SRL is an important player within the Romanian consumer electronics industry and expects to strengthen its position and seize a larger share of sales through further innovation, better pricing schemes and perhaps even entering new categories. Under the 'Life's Good' slogan, the company intends to increase the popularity of its LG brand and invest in continual marketing campaigns.

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