

LG Electronics (Thailand) Co Ltd in Consumer Appliances (Thailand)

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Abstracts

Two main strategies of LG Electronic (Thailand) in 2012 were to focus on improving production capacity and on developing innovative appliances. In addition the company aimed to increase its revenues by at least 20% in 2012. LG's focus remains on automatic washing machines and air conditioners. Fortunately for the company, its manufacturing is located in Rayong province, so that it did not suffer a severe impact from the flooding seen elsewhere in Thailand in 2011. However, the consequences of...

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Contents

Strategic Direction

Key Facts

Summary 1 LG Electronic (Thailand) Co Ltd: Key Facts

Summary 2 LG Electronic (Thailand) Co Ltd: Operational Indicators

Company Background

Production

Summary 3 LG Electronic (Thailand) Co Ltd: Production Statistics 2012

Competitive Positioning

Summary 4 LG Electronic (Thailand) Co Ltd: Competitive Position 2012

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