

LG Household & Health Care Ltd in Home Care (South Korea)

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Abstracts

LG Household & Health Care Ltd is a leading company in all of its business areas, including home care, where it maintained the market lead in South Korea throughout the review period. As evidenced by the company's activities, one of its main competitive strengths is a capacity for product differentiation that can both create and respond to new consumer demands. Accordingly, it will continue to invest heavily in research and development, as well as in marketing activities, to ensure continued suc...

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Contents

Strategic Direction

Key Facts

Summary 1 LG Household & Health Care Ltd: Key Facts

Summary 2 LG Household & Health Care Ltd: Operational Indicators 2014-2015

Competitive Positioning

Summary 3 LG Household & Health Care Ltd: Competitive Position 2016

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