

# Loewe Opta GmbH in Consumer Electronics (Germany)

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## Abstracts

After the restoration of its business following the bankruptcy of the original Loewe AG, the newly established LOEWE OPTA GMBH is set to regain strength in German consumer electronics by offering a wide array of innovative premium products especially within home video and home audio and cinema. Reductions in personnel and process optimisations are only some of the previous strategic steps in order to maintain profitability. Strategic partnerships in regard to distribution, design and production...

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