

Mabe Canada Inc in Consumer Appliances (Canada)

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Abstracts

Mabe Canada, a wholly-owned subsidiary of Mexican based Mabe Inc, is a privately-held company representing GE Appliances in Canada, and markets its products along the traditional lines of value, mid- and premium tiers. In order to simplify the number of decision points for consumers and inventory requirements for manufacturing and retail Mabe is potentially making the move to merge its GE-Profile-Monogram series into a single appliance offering. Differentiation and value/premium variants will.

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Contents

Strategic Direction

Key Facts

Summary 1 Mabe Canada Inc: Key Facts

Company Background

Production

Competitive Positioning

Summary 2 Mabe Canada Inc: Competitive Position 2014

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