

Maclin Electronics Inc in Consumer Electronics (Philippines)

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Abstracts

Maclin Electronics is expected to work on growing its shares in consumer electronics despite the projected challenges from its competitors and consumer preference for multifunctional portable products. The company is expected to focus on faster-growing categories like BD players and digital television in order to mitigate losses from its contracting lines. The company focus is on keeping its products competitively priced in order to appeal to middle-income buyers.

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