

# Masters Home Improvement Australia Pty Ltd in Consumer Appliances (Australia)

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## Abstracts

Launched in 2011, Masters Home Improvement Australia Pty Ltd remains in a developmental phase and the company is focusing on building a network of stores in key metropolitan areas in states where it currently does not have a significant presence, specifically New South Wales, Queensland and South Australia. In addition, the company is also looking to improve its product range and continue with its attempts to improve consumer awareness of its brand by sponsoring popular reality television...

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