

Milux Corp Bhd in Consumer Appliances (Malaysia)

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Abstracts

Milux Corp Bhd faced lower domestic sales, threatened by cheaply priced brands from China and lack of brand knowledge on the part of consumers. Hence, the company will focus on branding activities to improve the brand status and awareness to consumers. Other than that, the company will gradually shift its resources to product lines that are in demand, such as innovative induction cookers.

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