

Mobel AO in Consumer Electronics (Russia)

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Abstracts

In 2016, Explay invested in the reorganisation of the company and was renamed Mobel. Its brand portfolio was not changed and its products still carried the Explay brand name. The emphasis of the reorganisation was to improve the company's activities and to increase its competitive advantage. Mobel's strategy is to offer products at extremely low prices, as it is facing fierce competition from Chinese manufacturers. Mobel is expected to make further investments in brand recognition, seeking to po...

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