

Mondial Eletrodomésticos SA in Consumer Appliances (Brazil)

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Abstracts

Mondial Eletrodomésticos is expected to continue investing in new product development and marketing strategies to leverage and increase its product portfolio within the Brazilian market. As pricing and brand awareness remain key factors for a successful sales process in Brazil, the company is expected to increase its reach and adapt its price range to the new reality that the country is facing with the macroeconomic downturn.

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