

Morphy Richards Ltd in Consumer Appliances (United Kingdom)

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Abstracts

Morphy Richards' strategic direction will be focused on advertising to promote its products through its "Smart ideas for your home" campaign. This marketing strategy is aimed to strengthen its household penetration rate thanks to TV commercial support and online advertising for some of its products. As cleaning habits move from weekly to daily due to "cocooning", Morphy Richards is expected to invest further in promotions for its vacuum cleaners. Additionally, the company will try to renovate...

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