

# National Electrical Traders in Consumer Appliances (Singapore)

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## Abstracts

National Electrical Traders is a long-established company in Singapore that imports Toyomi products. It aims to provide high-quality electrical appliances to consumers in Singapore at affordable prices, incorporating style, usability and reliability. In 2015, Toyomi rose from 21st to 20th place in consumer appliances, benefiting from decreased competition, as a result of Toshiba's exit from the market.

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