

Oster de Venezuela CA in Consumer Appliances (Venezuela)

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Abstracts

Oster de Venezuela's aim is to maintain its volume share in consumer appliances over the forecast period, maintaining steady growth by taking advantage of various efficiencies, such as locally sourcing components for its manufacturing, and continuing to increase its retail presence at ever-increasing numbers of points of sale. The company's image in Venezuela is favourable, and its products have a reputation for being reliable and sturdy.

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Contents

Strategic Direction

Key Facts

Summary 1 Oster de Venezuela CA: Key Facts

Company Background

Production

Competitive Positioning

Summary 2 Oster de Venezuela CA: Competitive Position 2014

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