

Panasonic Marketing Middle East FZE in Consumer Appliances (United Arab Emirates)

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Date: July 2013

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: PAA15019536EN

Abstracts

Panasonic Marketing Middle East, which imports all of its products into the United Arab Emirates, will continue to focus mainly on driving sales in consumer appliances over the forecast period. With innovation being one of the key drivers of differentiation in consumer appliances, Panasonic's position may suffer if the company fails to keep up with its competitors' pace of innovation. Over the review period the company achieved above-average growth in many categories, especially personal care...

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