

Pantech Co Ltd in Consumer Electronics (South Korea)

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Abstracts

Pantech Co experienced difficulties during 2013. The company finally decided to launch a workout programme due to continuous poor cash flow. Creditors approved a debt workout programme for Pantech Co in March 2014. Although the company introduced Vega Iron and Vega No 6 as mega brands with high investment in advertising based on expectations of these products leading sales in 2013, it recorded a lower than expected performance and this was linked to losses. Under a difficult environment,...

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Contents

Strategic Direction

Key Facts

Summary 1 Pantech Co Ltd: Key Facts

Summary 2 Pantech Co Ltd: Operational Indicators

Company Background

Production

Summary 3 Pantech Co Ltd: Production Statistics 2013

Competitive Positioning

Summary 4 Pantech Co Ltd: Competitive Position 2013

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