

# Philips Electronics (Thailand) Ltd in Consumer Appliances (Thailand)

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Date: June 2013

Pages: 3

Price: US\$ 150.00 (Single User License)

ID: P03E1CAD144EN

## Abstracts

The key strategy of Philips Electronics (Thailand) remained its focus on strengthening small appliances in 2012. Innovation adapted to urban lifestyle is the important direction that Philips is pursuing in Thailand. Philips is a key player that has introduced the concept of lifestyle appliances to consumers. Health and wellbeing technology is the most important issue for new product development. The company will concentrate on below-the-line activities like PR, special events, product...

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