

Politekhprom TOV in Consumer Appliances (Ukraine)

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Abstracts

Politekhprom is a very minor player in the categories in which it operates, semi-automatic washing machines and juice extractors, not to mention its negligible position within consumer appliances overall. In 2012 it continued to experience stronger pressure from large operators in both categories, as it lacked the funds to invest in new product development, required by the market. In the future, the company will have to consider withdrawing from the manufacturing of consumer appliances,...

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