

Rinnai Korea Co Ltd in Consumer Appliances (South Korea)

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Abstracts

Rinnai Korea Co Ltd was originally focused as a manufacturer of heating appliances such as gas boilers, gas instantaneous water heaters and gas rotary heaters. The company continues to develop its diverse business line such as cookers and hobs. As the company is stretching to a diverse business line where other local manufacturers have high share, Rinnai Korea Co Ltd is using cooking class marketing. The company uses green energy and social community service as other key marketing strategies.

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