

Sdt - Electrónica SA in Consumer Electronics (Portugal)

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Abstracts

With two years' presence in Portugal, the LAIQ brand, owned by Sdt - Electrónica SA admitted that its initial sales expectations did not come to fruition due to difficulties in terms of retail distribution in the country. The future plans of the company are to develop its presence in a higher number of retailers, increasing its exposition to national consumers, continuing to develop the quality of its equipment and being able to offer five new mobile phones per line, per year.

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