

SEB Colombia SA, Groupe in Consumer Appliances (Colombia)

https://marketpublishers.com/r/S67D5DB52D9EN.html

Date: January 2015

Pages: 4

Price: US\$ 150.00 (Single User License)

ID: S67D5DB52D9EN

Abstracts

Groupe SEB Colombia is increasingly focusing on achieving more synergies following its recent acquisition of Industrias Metalurgicas Unidas SA (Imusa). Rather than simply relying on the strength of SEB's Samurai brand to maintain its current second position in the consumer appliances industry, the company is paying full attention to the power of Imusa within Colombia and throughout Latin America and the company has rearranged its brand portfolio accordingly in order to accommodate the Imusa...

Euromonitor International Local Company Profiles are a concise set of briefings detailing the strategic direction taken by a company. Discover key contact details, the company background and their competitive positioning through this collection of snapshot company profiles.

Product coverage: Major Appliances, Small Appliances.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Consumer Appliances market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;



Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.



Contents

Strategic Direction

Key Facts

Summary 1 Groupe SEB Colombia SA: Key Facts

Summary 2 Groupe SEB Colombia SA: Operational Indicators

Company Background

Production

Competitive Positioning

Summary 3 Groupe SEB Colombia SA: Competitive Position 2014



I would like to order

Product name: SEB Colombia SA, Groupe in Consumer Appliances (Colombia)

Product link: https://marketpublishers.com/r/S67D5DB52D9EN.html

Price: US\$ 150.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer

Service:

info@marketpublishers.com

Payment

First name:

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page https://marketpublishers.com/r/S67D5DB52D9EN.html

To pay by Wire Transfer, please, fill in your contact details in the form below:

Last name:	
Email:	
Company:	
Address:	
City:	
Zip code:	
Country:	
Tel:	
Fax:	
Your message:	
	**All fields are required
	Custumer signature

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at https://marketpublishers.com/docs/terms.html

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970