

Seven Sea Chemicals (Holdings) Ltd in Home and Garden (Hong Kong, China)

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Abstracts

Over the forecast period, Seven Sea Chemicals (Holdings) Ltd is likely to pursue its segmentation strategy for its two brands, HECOM and Sea Horse. Product innovation is another focus. This is particularly important as the player is stable and consumers are constantly looking for new features and more value for money. The player is also expected to focus on overseas expansion as a means to diversify away from Hong Kong and strengthen its position outside Hong Kong.

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Contents

Strategic Direction

Key Facts

Summary 1 Seven Sea Chemicals (Holdings) Ltd: Key Facts

Competitive Positioning

Summary 2 Seven Sea Chemicals (Holdings) Ltd: Competitive Position 2016

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