

Sharp Corp in Consumer Appliances (Japan)

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Abstracts

Sharp has been heavily reliant on its consumer electronics sales due to its leadership in the LCD TVs market in Japan. However, the company will increasingly seek to develop its consumer appliance business, which is operated under the Health and Environmental Equipment division, as an important revenue driver for future growth after the severe plunge of TV sales in 2011. With the high penetration of consumer appliances in Japan, the company will strive to create new demand with its cutting edge.

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Contents

Strategic Direction

Key Facts

Summary 1 Sharp Corp: Key Facts

Summary 2 Sharp Corp: Operational Indicators

Company Background

Production

Competitive Positioning

Summary 3 Sharp Corp: Competitive Position 2012

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