

# Shenzhen Tian Wang Electronics Co Ltd in Personal Accessories (China)

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## Abstracts

Tian Wang is aggressively expanding its product portfolio to cater to consumers with different pricing appetites. Recently, the company is expanding its reach to young consumers using internet retailing channels and social media. This is because the next wave of personal accessories consumers is the young, which are purchasing products through a different channel from the previous generation.

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## Contents

Strategic Direction

Key Facts

Summary 1 Shenzhen Tian Wang Electronics Co Ltd: Key Facts

Summary 2 Shenzhen Tian Wang Electronics Co Ltd: Operational Indicators

Competitive Positioning

Summary 3 Shenzhen Tian Wang Electronics Co Ltd: Competitive Position 2016

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