

Signature Kitchen Sdn Bhd in Consumer Appliances (Malaysia)

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Abstracts

The company plans to grow its supply to project developments by expanding to identified growth areas, namely East Malaysia and Iskandar of Johor. While pushing the marketing of high-end Signature Kitchen, the company became aware of the opportunities created by mass consumers and is now planning a franchise program and growing KubiQ more intensively.

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Contents

SIGNATURE KITCHEN SDN BHD IN CONSUMER APPLIANCES (MALAYSIA)

Euromonitor International

April 2013

Strategic Direction

Key Facts

Summary 1 Signature Kitchen Sdn Bhd: Key Facts

Summary 2 Signature Kitchen Sdn Bhd: Operational Indicators

Company Background

Chart 1 Signature Kitchen Sdn Bhd: Signature Kitchen in Johor Bahru

Internet Strategy

Private Label

Competitive Positioning

Summary 3 Signature Kitchen Sdn Bhd: Competitive Position 2012

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