

Vertu Corp Ltd in Consumer Electronics (United Kingdom)

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Abstracts

Since Vertu was bought by a private equity firm in 2012, the focus for the firm has been on turning its initial operating losses into profits. The company is targeting emerging economies in Africa and South-East Asia in particular, with growth expected in these regions for luxury mobile phones. In the UK, the company has targeted high-end retailers such as Selfridges and Harrods to appeal to local consumers but, in particular, to wealthy tourists visiting the UK for business or leisure...

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