

Vina Electric Fan Co Ltd in Consumer Appliances (Vietnam)

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Abstracts

Vina Electric Fan Co Ltd specialises in fans (ceilings, desks and standing fans). The company plans to invest in new product development in order to introduce innovative fan solutions to compete with the growing air-conditioning market. Over the forecast period, Vina Electric Fan will also increase marketing spending to build brand awareness and expand its consumer bases in both local and international markets.

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