

Weibang Garden Mashine Co Ltd in Home and Garden (China)

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Abstracts

With growing demand from the domestic market, Weibang Garden Machine Co Ltd is expected to place greater emphasis on developing its presence in China, with a wider penetration of cities that are home to higher-income consumers who have more time/money to spend on gardening. However, as Weibang mostly exploits its channels through cooperating with regional companies, it will be difficult for it to successfully promote its brands, especially among the high-end segment. Its development may...

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