

Whirlpool México SA de CV in Consumer Appliances (Mexico)

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Abstracts

Whirlpool Mexico SA de CV is the Mexican subsidiary of Whirlpool Corp. Over the forecast period the company expects to assume leadership in volume sales of major appliances. To achieve this the company will maintain a strategy of regular investment in new product development, mainly cookers and refrigeration appliances, product line renewals, the maintenance or change of facilities and productivity enhancement practices. In Mexico presidential elections in 2012 and recession affected the.

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