

Wiko SAS in Consumer Electronics (France)

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Abstracts

Wiko SAS aims to sell at least three million mobile phones in France over the course of 2014 to achieve a 12% volume share in the category by the end of the year. At national level, Wiko SAS aims at consolidate its third position in mobile phones France as it has recently launched mobile phones with sophisticated slim designs and 2GHz octa-core processors such as its Heaven Highway model, which has enhanced speed and multi-tasking capabilities. Another focus of the company is set to be on...

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