

Winix Inc in Consumer Appliances (South Korea)

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Abstracts

Winix Inc is a specialist company within air treatment products but it concentrated on dehumidifiers in the domestic market. After two consecutive years of stagnant performance of dehumidifiers, the company plans to expand its market base for air purifiers in South Korea. Winix introduced its premium product of air purifier in mid-2015 for domestic consumers, which is a model that is marketed in China.

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Contents

Strategic Direction

Key Facts

Summary 1 Winix Inc: Key Facts

Summary 2 Winix Inc: Operational Indicators

Production

Summary 3 Winix Corp: Production Statistics 2013-2015

Summary 4 Winix Inc: Production Statistics 2015

Competitive Positioning

Summary 5 Winix Inc: Competitive Position 2015

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