



GLOBAL
ELECTRONICS

Company Overview

Founded in 1999, Global Electronics is a leading manufacturer of consumer and business electronic products, including cellular phones, digital projectors, and PDAs to start. The company has 2,200 employees worldwide supporting a strong global sales & marketing and service network that spans Asia-Pacific, Europe and the Americas. Custom Communications, Inc. has research and development facilities in Taiwan, China and the United States. The company has 1,243 global patents.

Target Market

Global Electronics products are targeted at a variety of customers. The EXR-55 is likely to attract both the retail consumer and business sphere because of its sleek design, portability and picture quality. Distribution is worldwide with primary target countries being North America, China, UK, France and Germany. Global Electronics has limited bandwidth in other areas of the world.

Table 1: *Worldwide Distribution*

