



Running Head: GENERAL ELECTRIC

TheCasesolutions.com

What is GE?





Incorporated on April 15, 1892, is a diversified technology and financial services company.

COMPETITORS

Direct Competitors

- Philips Electronics
- Siemens
- Citigroup Inc.

Competitor Industry

- Whirlpool Corporation
- AB Electrolux
- OSRAM GmbH



Running Head: GENERAL ELECTRIC

TheCasesolutions.com