

# Birks Group Inc in Personal Accessories (Canada)

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### **Abstracts**

Birks Group's strategy is to increase its exclusive offerings of internally designed and produced goods sold, consisting primarily of bridal, diamond and other fine jewellery, as well as gold and sterling silver jewellery and timepieces.

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### **Contents**

Strategic Direction

**Key Facts** 

Summary 1 Birks Group Inc: Key Facts

Summary 2 Birks Group Inc: Operational Indicators

**Competitive Positioning** 

Summary 3 Birks Group Inc: Competitive Position 2016



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