

Caran d'Ache SA in Luxury Goods (Switzerland)

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Abstracts

Caran d'Ache SA is an extremely respected and renowned company which enjoys strong brand recognition in Switzerland. The company has two distinct positionings: One at the very high end of the market with its expensive writing instruments and the other in the mid-priced segment, with its lower price writing instruments and colouring pens. The main challenges that face the company are both the strong competition from other exclusive writing instruments manufacturers, such as Montblanc, and an...

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