

Cartier in Luxury Goods (South Africa)

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Abstracts

Cartier aims to consolidate brand success in the South African jewellery market where the brand is perceived as a watch specialist, yet it is mainly involved in jewellery and other products, such as writing instruments.

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Contents

Strategic Direction

Key Facts

Summary 1 Cartier: Key Facts

Summary 2 Cartier: Operational Indicators

Company Background

Summary 3 Cartier: Luxury Brands by Category 2013

Internet Strategy

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