

Citizen de Mexico SA de CV in Personal Accessories (Mexico)

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Date: July 2016

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: C9E6C086538EN

Abstracts

Citizen de Mexico's main strategy is to maintain its position as a quality global brand in watches. Over the review period the company faced increasing competition from a number of established and new players, which aggressively leveraged fashion brands and brand exposure. Citizen's global plan is to increasingly move from a product to a brand, with the implementation of a multi-brand strategy for the Citizen brand being at the core of its growth. To do so the company will need to increase its p...

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