

City Chain (M) Sdn Bhd in Personal Accessories (Malaysia)

<https://marketpublishers.com/r/C045336F8EEEN.html>

Date: January 2014

Pages: 3

Price: US\$ 150.00 (Single User License)

ID: C045336F8EEEN

Abstracts

During 2013, City Chain Malaysia engaged in efforts to strengthen the presence of its retail brands in Malaysia by opening more outlets as well as refurbishing some of its existing outlets in order to upgrade the image of its retail brands among Malaysian consumers. The chain also made attempts to appeal to high-income consumers during 2013 by opening premium retail outlets which offer luxury watches. City Chain is expected to maintain its aggressive expansion strategy during the forecast...

Euromonitor International Local Company Profiles are a concise set of briefings detailing the strategic direction taken by a company. Discover key contact details, the company background and their competitive positioning through this collection of snapshot company profiles.

Product coverage: Bags and Luggage, Jewellery, Watches, Writing Instruments.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Personal Accessories market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

Contents

Strategic Direction

Key Facts

Summary 1 City Chain (M) Sdn Bhd: Key Facts

Summary 2 City Chain (M) Sdn Bhd: Operational Indicators

Company Background

Chart 1 City Chain (M) Sdn Bhd: City Chain in Mines Shopping Mall

Internet Strategy

Private Label

Competitive Positioning

I would like to order

Product name: City Chain (M) Sdn Bhd in Personal Accessories (Malaysia)

Product link: <https://marketpublishers.com/r/C045336F8EEEN.html>

Price: US\$ 150.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/C045336F8EEEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970