

# Coop Genossenschaft in Personal Accessories (Switzerland)

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## Abstracts

Coop Genossenschaft continues to invest in its jewellery and watch specialist division. The focus is on the sales optimisation of outlets rather than outlet expansion. It adopted a multi-channel distribution strategy and launches new products regularly to capture consumer interest.

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## Contents

Strategic Direction Key Facts Summary 1 Coop Genossenschaft: Key Facts Summary 2 Coop Genossenschaft: Operational Indicators Company Background Chart 1 Coop Genossenschaft: Christ in Geneva Internet Strategy Private Label Summary 3 Coop Genossenschaft: Private Label Portfolio Competitive Positioning Summary 4 Coop Genossenschaft: Competitive Position 2016



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