

Cristel SAS in Home and Garden (France)

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Abstracts

The company plans to invest in its production capacity in France. The objective is to better serve its growing presence and sales in foreign markets, especially the US. In France, the emphasis will remain on marketing efforts that highlight the Made-in-France trait of its products, thus leveraging on patriotic demand. Innovation is another area in which the company will likely focus its efforts in order to sustain the premium-positioning for its product lines. One such example is its Zenith 3 an...

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