

Davidoff & Cie, Genève in Luxury Goods (Switzerland)

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Abstracts

Davidoff & Cie is one of Switzerland's most celebrated luxury brands and over the years has become an increasingly significant player in luxury cigars. Recently, Davidoff has been focusing on increasing the production output of its luxury cigars for export in response to declines in domestic sales and this strategy has been successful as a 7% increase in production was achieved during 2011. Successful operations at home and abroad have culminated in plans to erect a new headquarters in Basel,...

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