

Faber-Castell AG in Personal Accessories (Germany)

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Abstracts

With regard to the strategic direction, Faber-Castell intends to focus on its brand essentials. By relying on its vast experience, Faber-Castell aims to build on its competitive advantage by maintaining its “best-in-class” aspiration. As such, the company plans to continuously introduce innovative high-quality products to maximise customer satisfaction. Moreover, the company plans to further establish Faber-Castell as a world-renowned brand by significantly improving and expanding its production...

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