

# Faber-Castell (Australia) Pty Ltd, A W in Personal Accessories (Australia)

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Date: November 2014

Pages: 3

Price: US\$ 150.00 (Single User License)

ID: FDFA545528AEN

## Abstracts

A W Faber-Castell (Australia) Pty Ltd aims to increase its profitability by emphasising the company's strong heritage, quality of products and creativity. Faber-Castell's strategy involves setting new trends in writing instruments through research and innovation, to ensure competitiveness and maintain growth. The company will continue to consider social and environmental aspects in its production as part of its global commitment. Faber-Castell is threatened by global competitors, private label...

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