

# Fielmann AG in Eyewear (Germany)

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## Abstracts

Fielmann AG is the leading company in eyewear and the largest optical goods store chain in Germany. The company intends to continue its current strategy of continuous growth in terms of volume and value through expanding its business within Germany and Europe-wide. Fielmann focuses especially on strong customer service, a broad range of products and low prices which the company achieves through producing in large numbers which reduces the average unit price.

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