

McPaper AG in Personal Accessories (Germany)

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Abstracts

McPaper AG's main goal is to strengthen its position as one of the leading store-based stationers/office supply store chains in Germany. In order to grow its share, the company focuses primarily on local expansion thanks to synergistic effects and a reduction in logistics costs. To address as wide a public as possible, McPaper concentrates on mostly trend-driven innovative management and the diversification of its store portfolio.

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