

# McPaper AG in Personal Accessories (Germany)

<https://marketpublishers.com/r/M24ED265CE8EN.html>

Date: September 2015

Pages: 3

Price: US\$ 150.00 (Single User License)

ID: M24ED265CE8EN

## 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.

Euromonitor International Local Company Profiles are a concise set of briefings detailing the strategic direction taken by a company. Discover key contact details, the company background and their competitive positioning through this collection of snapshot company profiles.

**Product coverage:** Bags and Luggage, Jewellery, Watches, Writing Instruments.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

## Why buy this report?

Get a detailed picture of the Personal Accessories market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

## Contents

Strategic Direction

Key Facts

Summary 1 McPaper AG: Key Facts

Summary 2 McPaper AG: Operational Indicators

Company Background

Chart 1 McPaper AG: McPaper in Berlin

Internet Strategy

Private Label

Competitive Positioning

Summary 3 McPaper AG: Competitive Position 2014

## I would like to order

Product name: McPaper AG in Personal Accessories (Germany)

Product link: <https://marketpublishers.com/r/M24ED265CE8EN.html>

Price: US\$ 150.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/M24ED265CE8EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970