

Monsoon Accessorize Ltd in Personal Accessories (United Kingdom)

<https://marketpublishers.com/r/M3BC8F6B36AEN.html>

Date: June 2017

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: M3BC8F6B36AEN

Abstracts

The strategy of Monsoon Accessorize is to focus on separating Monsoon and Accessorize, and ensure they are positioned to respond to the fast changing retail environment. Such a decision is based on the fact that two stores have different consumer groups with Monsoon targeting affluent women, while Accessorize relies on mass consumers with lower purchasing power. In addition, the company is planning to further invest in internet channel as well as strengthening its management team.

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 Monsoon Accessorize Ltd: Key Facts

Summary 2 Monsoon Accessorize Ltd: Operational Indicators

Competitive Positioning

Summary 3 Monsoon Accessorize Ltd: Competitive Position 2016

I would like to order

Product name: Monsoon Accessorize Ltd in Personal Accessories (United Kingdom)

Product link: <https://marketpublishers.com/r/M3BC8F6B36AEN.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

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/M3BC8F6B36AEN.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