

# **Pelikan Vertriebsgesellschaft mbH & Co KG in Personal Accessories (Germany)**

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## **Abstracts**

Pelikan has been strengthening its premium image of its brand through upmarket products and offering the retailers a complete product assortment. It believes that these strategies will differentiate its products from those of its competitors and proffer strong unique selling points to create a competitive edge.

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## Contents

Strategic Direction

Key Facts

Summary 1 Pelikan Vertriebsgesellschaft mbH & Co KG: Key Facts

Company Background

Production

Summary 2 Pelikan Vertriebsgesellschaft mbH & Co KG: Production Sites 2012

Competitive Positioning

Summary 3 Pelikan Vertriebsgesellschaft mbH & Co KG: Competitive Position 2012

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