

Shanghai M&G Stationery Inc in Personal Accessories (China)

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Abstracts

Shanghai M&G Stationery Inc will continue to explore and upgrade all types of channels to increase competitiveness and improve share. Meanwhile, M&A will be a crucial means of the company's development. Furthermore, to target young consumers who remain the main consumers of writing instruments, Shanghai M&G Stationery Inc engages in internet retailing in order to cater to the rise of consumers that are purchasing products online such as listing on e-commerce platforms like Tmall.com.

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Contents

Strategic Direction

Key Facts

Summary 1 Shanghai M&G Stationery Inc: Key Facts

Summary 2 Shanghai M&G Stationery Inc: Operational Indicators

Company Background

Internet Strategy

Private Label

Competitive Positioning

Summary 3 Shanghai M&G Stationery Inc: Competitive Position 2016

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