

Staedtler France SARL in Personal Accessories (France)

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Date: September 2015

Pages: 28

Price: US\$ 150.00 (Single User License)

ID: SFD2F587D31EN

Abstracts

Product innovation is likely to continue to be a major tool used by this company to improve its position within writing instruments. The company is expected to maintain its existing distribution strategy, which consists of maintaining a presence in hypermarkets. To increase its national coverage, Staedtler is likely to invest in its online store over the forecast period.

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