

Stjärnurmakarna AB in Personal Accessories (Sweden)

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Date: June 2017

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: SC93865E404EN

Abstracts

Stjärnurmakarna's business strategy and organisational design are built around an association of independent companies. Through the association, stores are able to achieve and leverage economies of scale and various synergies. The company aims to offer consumers well-known and strong brands of watches. Stjärnurmakarna has begun to place a greater emphasis on internet retailing and its web store. At the end of the review period the company benefited from increased demand for watches, but there wa...

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