

Synalia SA in Personal Accessories (France)

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Abstracts

The consolidation of the jewellery and watches industries in France will lead Synalia to improve its development strategy to improve competitiveness in 2013. The cooperative will maintain its strategy of multi-retail chains and multi-positioning to cover all types of products and price positioning within jewellery and watches. Such a strategy is based on the completeness of its product offer across its retail chain. With the development of sales through internet retailing, this player is...

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