

Timex Group USA Inc in Personal Accessories (USA)

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Abstracts

As a traditional watchmaker, Timex Group USA Inc will continue to expand its product selection to target a wider audience from children to adults – both women and men – with its fashion and sports watches. As wearable technology, including smartwatches, has elicited much attention from the public, this could be an opportunity for traditional watchmakers to attract both existing watch users and new users. Watches are considered fashion accessories as well as sports equipment; offering wider colle...

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Contents

Strategic Direction

Key Facts

Summary 1 Timex Group USA Inc: Key Facts

Competitive Positioning

Summary 2 Timex Group USA Inc: Competitive Position 2016

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