

# WH Smith Plc in Personal Accessories (United Kingdom)

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## Abstracts

WH Smith is expected to continue to branch out into new areas and will retain a flexible approach to its store formats and ranges, with this possibly threatening its presence in writing instruments due to declining demand. While the company is likely to continue to offer writing instruments it may well opt to focus on a more limited range of budget products. Store expansion is meanwhile likely to focus mainly on travel locations, which typically offer a smaller range of writing instruments in...

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