

# Wittchen SA in Personal Accessories (Poland)

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## Abstracts

Wittchen SA's main strategic aim is to strengthen the leading role in domestic mid-priced and premium bags and luggage and to create a strong international brand. The company tends to further develop its branded retail network in Poland to achieve 90 showrooms by 2020. The company concentrates on permanent development of its brand, which is to be associated with high quality, attention to detail and attractive designs.

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