

Burberry Group Plc in Luxury Goods (Taiwan)

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Abstracts

Burberry prepared to open more than 10 stores in China from 2013 to 2014. The expansion in China would shrink purchasing power of mainland Chinese tourists in Taiwan. The Japanese black and blue label series would stop being produced, and many Taiwanese could hence return to purchasing in Taiwanese stores. In order to boost sales, the company is expected to import more complete products and series to Taiwan; the expansion of the Burberry Beauty series would create a new trend in super premium...

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