

Burberry Japan KK in Luxury Goods (Japan)

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Abstracts

Burberry grew strongly in the Japanese market by having apparel license agreements with Sanyo Shokai and Mitsui & Company over the review period. As the licenses with these companies will expire in 2015, the company will be focused on product development, marketing and distribution to secure sales growth in the Japanese market. The company has its own operations in Japan, and plans to open more directly-managed stores in the next few years. It will also start new beauty and personal care...

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