

Burberry Taiwan Co Ltd in Luxury Goods (Taiwan)

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Abstracts

Burberry Taiwan Co Ltd is likely to further seek to increase its brand exposure in Taiwan, especially amongst younger consumers. It may possibly expand its brand reach through a greater presence in outlets. The company is also likely to focus on increasing its range of more affordable items, especially designer accessories, to gain new consumers to the brand.

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Contents

Strategic Direction Key Facts Summary 1 Burberry Taiwan Co Ltd: Key Facts Company Background Summary 2 Burberry Taiwan Co Ltd: Luxury Brands by Category 2012 Internet Strategy



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