

Campari Milano SpA, Davide in Alcoholic Drinks (Italy)

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Abstracts

Campari is expected to continue its strategy of brand acquisition, not only to widen its portfolio of brands in order to fill some gaps in terms of product types, but also to improve the distribution networks in markets where the company is expected to improve its distribution operations. Campari is predicted to improve its portfolio of spirits with whisky, and Scotch in particular, which is a category in which the company lacks strong brands. Moreover, through the acquisition of international...

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Contents

Strategic Direction

Key Facts

Summary 1 Davide Campari Milano SpA: Key Facts

Summary 2 Davide Campari Milano SpA: Operational Indicators

Company Background

Production

Summary 3 Davide Campari Milano SpA: Production Statistics 2013

Competitive Positioning

Summary 4 Davide Campari Milano SpA: Competitive Position 2013

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