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Diageo Plc in Luxury Goods (China)

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Abstracts

As one of the biggest spirits manufacturers worldwide, Diageo Plc is continuously putting efforts into expanding in China, not only through introducing and promoting its own famous products, such as Johnnie Walker, but also through mergers and acquisitions. For example, Diageo achieved its acquisition of 60% equity in Sichuan Shuijingfang, which produces one of the most popular high-end baijiu brands in China, in 2013. This acquisition indicates the ambition and confidence of Diageo to further...

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Contents

Strategic Direction
Key Facts
Summary 1 Diageo Plc: Key Facts
Company Background
Summary 2 Diageo Plc: Luxury Brands by Category 2013
Internet Strategy

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