

# Drinks Wine & Spirits Co Ltd in Alcoholic Drinks (Taiwan)

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## Abstracts

Drinks Wine & Spirits faces the need to differentiate itself from mass-market retailers. The company is likely to broaden its focus and range and raise the quality of its offerings, whilst maintaining appealing prices in the mid-priced to premium segments. The company also faces changing consumer expectations in terms of the retail environment. Retailers elsewhere have transformed the in-store experience through upgrades and renovations. Drinks Wine & Spirits is anticipated to move in a similar...

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