

# Edrington Taiwan Ltd in Luxury Goods (Taiwan)

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## **Abstracts**

The key focus for Edrington Taiwan Ltd is to continue to strengthen its brand awareness and positioning. This will typically involve mass media advertising, particularly television. Focus will most likely be on appealing to the young upcoming generation and developing their drinking habits.

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**Product coverage:** Designer Apparel (Ready-to-Wear), Fine Wines/Champagne and Spirits, Luxury Accessories, Luxury Cigars, Luxury Electronic Gadgets, Luxury Jewellery and Timepieces, Luxury Travel Goods, Luxury Writing Instruments and Stationery, Super Premium Beauty and Personal Care.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

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Use five-year forecasts to assess how the market is predicted to develop.



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## Contents

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



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