

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.

Euromonitor International Local Company Profiles are a concise set of briefings detailing the strategic direction taken by a company. Discover key contact details, the company background and their competitive positioning through this collection of snapshot company profiles.

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