

Gucci (China) Trading Ltd in Luxury Goods (China)

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Abstracts

Witnessing the slowdown in the luxury goods market, Gucci decided not to open any new stores in China in 2013. Instead, it plans to enlarge and refurbish some of its existing stores. Meanwhile, Gucci is expected to follow a relatively conservative expansion strategy over the forecast period, such as being more cautious about the locations of new stores, and controlling management costs more tightly. However, Gucci will still strengthen its marketing strategies to enhance its brand positioning...

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