

# Luzhou Lao Jiao Co Ltd in Alcoholic Drinks (China)

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## Abstracts

To achieve its sales objectives, the new management team of Luzhou Lao Jiao Co came up with two revolutionary strategies: focus on only three product lines and retake the power from distributors. Aware of the demand for higher-quality baijiu products, Luzhou Lao Jiao Co underwent thorough consolidation initiatives and cut a large proportion of its product variety, leaving it with three main brands and five star products. This consolidation helped Luzhou Lao Jiao Co to better allocate its resourc...

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