

# LVMH Moët Hennessy Louis Vuitton SA in Luxury Goods (China)

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## Abstracts

In view of the increasing number of young high-net-worth individuals and the rising middle class in China, LVMH Moët Hennessy Louis Vuitton SA will be making efforts to meet their changing needs to seek new growth engines amid the economic downturn. Meanwhile, internet technology will be further exploited to achieve excellence and creativity to serve customers even better, for example, to provide a customised service to individual consumers.

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## Contents

Strategic Direction

Key Facts

Summary 1 LVMH Moët Hennessy Louis Vuitton SA: Key Facts

Internet Strategy

Summary 2 LVMH Moët Hennessy Louis Vuitton SA: Internet Sales 2015-2016

Competitive Positioning

Summary 3 LVMH Moët Hennessy Louis Vuitton SA: Luxury Brands by Category 2016

Summary 4 LVMH Moët Hennessy Louis Vuitton SA: Luxury Brands by Category 2016

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