

# Prada Korea Ltd in Luxury Goods (South Korea)

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## **Abstracts**

In order to have more efficiency per outlet, Prada Korea does engage in excessive outlet expansions. Instead it renovates display places to expose more items to potential consumers. Its diffusion brand, Miu Miu will be strengthened in terms of brand promotion and boutique openings in South Korea in order to meet the demands of various consumer groups.

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