

Shiseido Co Ltd in Luxury Goods (Japan)

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Abstracts

Shiseido launched a three-year business plan, started in fiscal year 2012, running through to fiscal year 2014. Under the plan, the company aims to become a “global player representing Asia with its origins in Japan”. The company has set a goal of accomplishing net sales growth of 6% or more and an increase in operating margins by 10% during this period. Although Shiseido’s sales suffered in 2012, the company aims to improve its performance in fiscal year 2013-2014.

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