

Suntory Holdings Ltd in Alcoholic Drinks (Japan)

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Abstracts

Suntory Holdings Ltd aims to reinforce its position by strengthening its marketing and promotional campaigns to offer new value and new ways for consumers to enjoy alcoholic drinks, and also by introducing new products that can offer additional value.

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Contents

Strategic Direction

Key Facts

Summary 1 Suntory Holdings Ltd: Key Facts

Summary 2 Suntory Holdings Ltd: Operational Indicators

Company Background

Production

Competitive Positioning

Summary 3 Suntory Holdings Ltd: Competitive Position 2013

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