

Woolworths Ltd (Australia) in Alcoholic Drinks (Australia)

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Abstracts

Woolworths is the leading player in alcoholic drinks retailing in Australia, largely due to the success of its Dan Murphy's chain. The strong position of Dan Murphy's will enable the company to continue to play an influential role in the alcoholic drinks retail landscape. In a constantly changing environment, including growing competition and fluctuating consumer behaviour, Woolworths remains committed to meeting such challenges. Recently, the company has focused on improving the customer experi...

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