

Woolworths Ltd in Alcoholic Drinks (Australia)

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Abstracts

Woolworths Ltd continues to dominate alcoholic drinks retailing in Australia with its main rival, Coles. With the rapid expansion of private label and parallel importing across alcoholic drinks categories, the company is leading the price competition amongst alcoholic drinks specialist retailers. The company's primary objective is to extend its leading position in liquor by leveraging its strong performing Dan Murphy's brand.

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Contents

Strategic Direction

Key Facts

Summary 1 Woolworths Ltd: Key Facts

Summary 2 Woolworths Ltd: Operational Indicators

Summary 3 Woolworths Ltd (Liquor Division): Operational Indicators

Company Background

Chart 1 Woolworths Ltd: Dan Murphy's in Alexandria, NSW

Private Label

Summary 4 Woolworths Ltd: Private Label Portfolio

Competitive Positioning

Summary 5 Woolworths Ltd: Competitive Position 2013

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