

# Mercian Corporation - Strategy, SWOT and Corporate Finance Report

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## Abstracts

### SUMMARY

Mercian Corporation - Strategy, SWOT and Corporate Finance Report, is a source of comprehensive company data and information. The report covers the company's structure, operation, SWOT analysis, product and service offerings and corporate actions, providing a 360° view of the company.

### KEY FINDINGS

Detailed information on Mercian Corporation required for business and competitor intelligence needs

A study of the major internal and external factors affecting Mercian Corporation in the form of a SWOT analysis

An in-depth view of the business model of Mercian Corporation including a breakdown and examination of key business segments

Intelligence on Mercian Corporation's mergers and acquisitions (MandA), strategic partnerships and alliances, capital raising, private equity transactions, and financial and legal advisors

News about Mercian Corporation, such as business expansion, restructuring, and contract wins

Large number of easy-to-grasp charts and graphs that present important data

and key trends

## REASONS TO BUY

Gain understanding of Mercian Corporation and the factors that influence its strategies.

Track strategic initiatives of the company and latest corporate news and actions.

Assess Mercian Corporation as a prospective partner, vendor or supplier.

Support sales activities by understanding your customers' businesses better.

Stay up to date on Mercian Corporation's business structure, strategy and prospects.

## KEY HIGHLIGHTS

Mercian Corporation (Mercian) is a producer of wine, liquors and low alcohol beverages. The company produces and sells wines, whiskies, brewing alcohol, shochu, synthetic, sake, condiments, spirits, liqueurs and cocktail drinks. These products are marketed under the brands of Chateau Mercian, Mercian Bon Rouge, Frontera, Karoyaka Umeshu, Mercian Oishii-sankaboshizai-mutenka wine, and Mercian Bistro, among others. Furthermore, the company provides red wines, plum wines and spirits and base alcohols to produce alcoholic products for various wine industries. Mercian operates through eight business offices and three manufacturing units. It also imports wines from other countries across the world. The company operates as a subsidiary of Kirin Co., Ltd. a domestic integrated beverage company in Japan. Mercian is headquartered in Nakano-ku, Tokyo, Japan.

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Mercian Corporation

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