

One important objective in discussing cases is to examine whether a company's success or failure can be explained by sound strategy or lack of it. Therefore, do keep in mind the concepts you covered so far and apply where they are relevant.

1. Why did LVMH pursue diversification in its strategy? Analyze the company's current performance to evaluate how far diversification was successful for the company.
2. Does it make sense for LVMH to compete in all the segments? Which of the products lines -wines and spirits, fashion and leather goods, perfumes and cosmetics, fine jewelry, specialty retailing and Other, would be most important for future growth and profitability and why? Which lines if any should be discontinued/ sold off and why?
3. From reviewing this case what do you conclude about benefits and disadvantages in corporate diversification and acquisitions? Give clear reasons.

Remember the assignment deadline applies to both original posts and response posts. And you can see others' posts only after you have posted your original post. So if you plan to post responses, you should complete your posts earlier than deadline time, so that you can read and respond to others' posts.

Criteria in evaluating original posts are: 1. Quality of analysis. That is, do not just review or summarize case facts, but interpret them, 2. Application of relevant course concepts, 3. Well- developed reasoning, and 4. Clear and correct writing.

Your original posts should not exceed 500 words and response posts should be 150 words or less. The 500 word limit applies to the total post, and not for each question.

Please do not exceed these word limits.