

# adidas OOO in Apparel and Footwear (Russia)

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Date: February 2016

Pages: 6

Price: US\$ 150.00 (Single User License)

ID: A0F73D92608EN

## Abstracts

The slowdown in the Russian economy has forced adidas to revise its plans for the development of its Russian retail chain. adidas' main operational goals for the forecast period are to lower risk and improve profitability at a time of economic recession in Russia. The company plans to introduce special measures to optimise its retail operations in the country over the short term. To reduce costs it will close or temporarily suspend the opening of more than 200 outlets. Some stores will be...

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