

adidas Ukrayina DP in Apparel (Ukraine)

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Abstracts

adidas Ukrayina DP will strive to maintain its number one position in sportswear in Ukraine and the second position in apparel overall. The company will focus on the expansion of its retail distribution stores in Ukraine, will regularly upgrade its assortments with innovation, while attracting consumers with discounts. Sponsorship of local sports events will also be a priority area in order to enhance consumer loyalty to the brand and popularise sport in the country. Whilst over the recession...

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