

AIK PP in Personal Accessories (Ukraine)

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Abstracts

In the forecast period, AIK PP will strive to maintain its profitability while focusing on bags and luggage, which did not perform well at the end of the review period. Its competitive strategy will include offering more competitive prices compared to pure importers of such products. In the short term, it is likely to optimise its chain of Derby stores by closing unprofitable outlets and returning to an expansion strategy after the economic situation in the country stabilises and improves.

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