

ARGO-Torgovelná Merezha TOV in Apparel (Ukraine)

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Abstracts

ARGO-Torgovelná Merezha TOV will be building its strategy around minimising the negative effects of rising competition between chained operators, especially if the country attracts a bigger number of “democratic” brand operators. To succeed, it will optimise its brand portfolios, pulling out less successful ones and making new contracts to be in line with shifting consumer preferences. More flexible pricing policy and mark-ups reduction might also be considered by the company over the forecast...

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