

Askona Vek OOO in Home and Garden (Russia)

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Date: October 2013

Pages: 3

Price: US\$ 150.00 (Single User License)

ID: AC036BB43E7EN

Abstracts

Over the forecast period, Askona Vek will focus on increasing brand awareness in order to sustain its competitive advantage and leadership in the Russian mattresses category. One of the potential threats for the company may be the fact that Russia has been recently accepted into the WTO, which will mean competition is likely to increase due to lower entrance barriers for international companies.

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