

Casio Europe GmbH in Personal Accessories (Ukraine)

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Abstracts

In the short term, Casio Europe GmbH aims to maintain its leading position in watches in Ukraine, which it will do by prioritising a wide range of products that fit different price segments, especially the economy segment since this matches Ukrainians' income levels. Ensuring good distribution in watch specialist retailers, especially chained ones, will be the company's priority in the forecast period.

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