

# Centrobuv TD ZAO in Apparel (Russia)

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## Abstracts

The company plans to continue the expansion of its chain of stores over the forecast period. Its main goal is to be present in each region of Russia. It will also actively experiment with store formats, such as pop-up stores or consumer-friendly outlets in order to reach as many consumers as possible. The recession of 2009, when footwear as a whole declined by 6% in current value terms, was not detrimental for the company as its sales rose thanks to its economy product range.

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