

Comfy Trade TOV in Consumer Electronics (Ukraine)

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Abstracts

Against the background of economic instability and the devaluation of the local currency, Comfy plans to cut costs in order to keep its margins stable. To this end, over the forecast period the company intends to adopt a new format across many of its outlets. This format was tested in 2016 with the opening of two new stores in Kiev and Dnipro. These stores have 500-600 sq m of selling space, as compared to the 1,000-1,500 sq m typically found in traditional Comfy outlets.

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