

Delta Sport DP in Apparel and Footwear (Ukraine)

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Abstracts

Delta Sport DP will have to apply efforts to maintain its position in future in view of the worsening economic situation in Ukraine and the reduction of consumer spending power. In addition, consumers will increasingly seek ways of economising and internet retailing of sportswear apparel and footwear, Nike included, will create tougher pressure for the company's offline sales. The chain of stores to sell Nike products is hardly to be expanded in the near future but launching an official...

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