

Delta Sport DP in Apparel (Ukraine)

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Abstracts

Delta Sport DP is expected to focus on apparel distribution in Ukraine, including its flagship brand Nike and other apparel brands such as New Look. New partnerships to distribute a wider range of brands might be sought. The company was noted for its successful performance in 2012 as it benefited from the EURO2012 Football Cup championship of UEFA held in the country. Consumer interest in sportswear was on the rise, contributing to the boost in the company's sales.

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