

Detsky Mir-Tsentr OAO in Toys and Games (Russia)

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Abstracts

Detsky Mir-Tsentr has the largest chain of leisure and personal goods stores, specialising in children's goods, in Russia. The company plans to increase awareness of the Detskiy Mir retail brand and strengthen its quality image. In order to achieve this goal, it plans to invest in newly established marketing schemes, integrate revised merchandising strategies and implement original strategies. Technology is expected to play a significant role in the chain's development, providing improvements...

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Contents

Strategic Direction

Key Facts

Summary 1 Detsky Mir-Tsentr OAO: Key Facts

Summary 2 Detsky Mir-Tsentr OAO: Operational Indicators

Internet Strategy

Company Background

Private Label

Summary 3 Detsky Mir-Tsentr OAO: Private Label Portfolio

Competitive Positioning

Summary 4 Detsky Mir-Tsentr OAO: Competitive Position 2012

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