

Domotekhnika-Nord TOV in Consumer Appliances (Ukraine)

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Abstracts

Domotekhnika-Nord TOV, a part of the Nord Group, remained a domestic leader in consumer appliances in 2013. The company was particularly strong in refrigeration appliances and cookers. Even though Domotekhnika-Nord TOV faces growing pressure from multinational operators, it is still a noteworthy player willing to strengthen its position in consumer appliances in Ukraine in future. To achieve it, the company will have to invest in new product development and modern technologies, prioritise...

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