

Donbas Plus TOV in Consumer Appliances (Ukraine)

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Abstracts

Donbas Plus is largely dependent on the strategic aims set by its mother company, Nord Group. Amongst its priorities will be strengthening the position of Nord Group overall, and Donbas Plus in refrigeration appliances specifically. To compete in the increasingly tough environment, the company will have to consider the more active development of innovations, as well as directing costs into advertising support for its brands, which are currently associated with old Soviet brands of...

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