

Eldorado Torgova Kompaniya TOV in Consumer Appliances (Ukraine)

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Abstracts

In the future, Eldorado Torgova Kompaniya TOV will try to, if not enhance, at least maintain its leading position in electronics and appliance specialist retailing in Ukraine. The company will utilise the potential of its nationwide presence by opening new stores after the economic and political situation stabilises in the country. Some stores may be reformatted and extra focus will likely be put on online sales, which was a booming and highly competitive channel at the end of the review...

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Contents

Strategic Direction

Key Facts

Summary 1 Eldorado Torgova Kompaniya TOV: Key Facts

Summary 2 Eldorado Torgova Kompaniya TOV: Operational Indicators

Company Background

Internet Strategy

Private Label

Summary 3 Eldorado Torgova Kompaniya TOV: Private Label Portfolio

Competitive Positioning

Summary 4 Eldorado Torgova Kompaniya TOV: Competitive Position 2014

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