

## Elenka Rasa TOV in Personal Accessories (Ukraine)

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### Abstracts

Elenka Rasa TOV aims to expand its customer base with the help of discounts and promotions. For example, in spring 2014, the store organised a spring promotional campaign. It is worth mentioning that the store also cooperates with Privatbank and organises campaigns that afford customers an opportunity to make payments for purchased products and goods with a bank card.

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