

Eyekraft Optical New York OOO in Eyewear (Russia)

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Abstracts

Eyekraft Optical New York is a leading company within optical goods stores in Russia. Eyekraft Optical New York's strategic development is focused on the financial attractiveness of its franchises in Russia, with the focus on opening up in new cities. The company aims to continue its regional expansion through franchising. The aim of the company is an individual approach to each consumer, which is expected to be continued over the forecast period. The retailer emphasises the 5-year warranty for...

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