

Foxtrot Group in Consumer Electronics (Ukraine)

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Abstracts

Foxtrot Group is to further enhance its leading position in retailing in Ukraine with the chain further expanded with new outlets. The format of “supermarkets of electronics” will be continued as a priority format of stores. Internet retailing will also be a focus area of development and the share of online sales is planned to be increased significantly in 2014. The channel will be used as a way to boost consumer loyalty through more affordable pricing, mobility of purchasing and the merged...

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