

Foxtrot Group in Retailing (Ukraine)

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Abstracts

Foxtrot Group is the undisputed leader in the retailing of household appliances and electronics in Ukraine. To maintain its lead the company continues to expand its chain and optimise its existing outlets according to a new Foxtrot brand style to increase its efficiency. Foxtrot Group aims to evenly cover all regions with its electronics and appliance specialist retailers. Along with its offline business, Foxtrot Group is active in internet retailing, and this will be another of the company's...

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