

# Foxtrot TOV in Consumer Appliances (Ukraine)

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## Abstracts

Foxtrot TOV aims to strengthen its position in retailing in Ukraine. Its strategy includes new store openings (supermarkets in particular) and continued regional penetration, building consumer loyalty to the Foxtrot brand through promotions and advertising, and offering additional services to its clients. While keeping margins minimal to remain price-competitive, the company will pay due attention to its private label ranges, possibly enhancing them with innovations. Internet retailing through...

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