

Fozzy ZAT in Retailing (Ukraine)

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Abstracts

Fozzy's strategy centres on maintaining its position as a major player in retailing and wholesaling in Ukraine. In 2014, Fozzy continued the development of its retail chains, opened new facilities and improved the quality control system in stores. The key strategy of the company is aimed at the further development of discount programmes, the introduction of new private label brands, and the expansion of the range to cover not only the economy and mid-priced segments, but also the premium...

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Contents

Strategic Direction

Key Facts

Summary 1 Fozzy ZAT: Key Facts

Summary 2 Fozzy ZAT: Operational Indicators

Internet Strategy

Company Background

Chart 1 Fozzy ZAT: Fora, Convenience Store in Kyiv

Chart 2 Fozzy ZAT: Silpo, Supermarket in Kyiv

Private Label

Summary 3 Fozzy ZAT: Private Label Portfolio

Competitive Positioning

Summary 4 Fozzy ZAT: Competitive Position 2014

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