

# **Furshet PrAT in Retailing (Ukraine)**

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## **Abstracts**

In near future Furshet PrAT will be struggling to maintain its position in retailing and will require optimisation of assortments for strengthening its competitiveness. The company will possibly consider shrinking the size of its stores and introducing a bigger share of private label products to suit purchasing possibilities of consumers with lowering spending power.

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