

Greta VAT in Consumer Appliances (Ukraine)

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Abstracts

2012 was a stronger year for Greta, which managed to improve its performance, with the output of gas cookers on the rise. Already being the leader in cookers, Greta will aim to increase its share in cookers in Ukraine through a responsible attitude to the quality of its products, their reliability, functionality and design. New product development will be used in order to boost competitiveness and reduce the strengthening pressure from multinationals, which appeal with their strong brand image.

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