

Interoptik SRL in Eyewear (Romania)

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Abstracts

Interoptik aims to focus on developing local partnerships with optical goods stores to improve its distribution network and increase the availability of its products across the country. At the end of the review period, the company was present mainly in major cities, such as Bucharest, Cluj and Timisoara. Over the forecast period, it intends to capitalise on growing demand in other cities.

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