

# Kirovsky Supermarket ZAO in Retailing (Russia)

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## Abstracts

The company aims to keep its leading market position in grocery retail (supermarkets) in Sverdlovsk region, where Kirovsky Supermarket is operating. Kirovsky Supermarket ZAO will also focus on supporting its customers by being active in the social life of the Sverdlovsk region and especially in Yekaterinburg. The company is expected to remain more focused on increasing the margins and profitability of existing stores, rather than entering new formats or territories.

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