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Komtez OOO in Eyewear (Russia)

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Abstracts

Komtez is one of the main Russian manufacturers of spectacle frames made from different types of materials and in different styles. The main strategic direction for the company remains negotiations with potential retailers and distributors to sell its products to end users. The company is focusing on increasing its presence in Russia with locally produced products; however, the opportunities for the company remain narrow due to limited marketing and development budgets and growing pressure from...

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