

# Konkor Firma OOO in Eyewear (Russia)

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## Abstracts

Competition from international players is the main challenge for Konkor Firma. The company will compete by focusing on the production of niche products, the establishment of stable long-term relations with domestic ophthalmologists and lower prices. Keeping up to date with technology and maintaining production equipment is another measure being undertaken by Konkor Firma in order to withstand the strong competition from global players.

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