

Korporatsya SBR OOO in Home and Garden (Russia)

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Abstracts

In early 2012 the company began to implement a medium-term strategy, “Metrika-99”. The purpose of this strategy is to expand the network to 99 stores by the middle of 2013, while maintaining a high operating efficiency. As part of the planned activities, the company will seek to expand its storage and transport capabilities, restructure its supply chain management, standardise business processes for remote stores and make the necessary rotation of suppliers.

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