

Kyivskiy Yuvelirny Zavod PAT in Personal Accessories (Ukraine)

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Abstracts

Kyivskiy Yuvelirny Zavod is aiming to regain lost share in jewellery in Ukraine, possibly via new strategic investors, as the company has good production facilities. In the short term, it will continue to operate its own chain of KUZ outlets selling real jewellery, with new store openings not yet a priority as the jewellery category has been one of the most affected by the economic crisis.

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