

Luxoptika TOV in Eyewear (Ukraine)

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Abstracts

Luksoptyka Holding TOV will focus on developing its Luxoptika chain of optical shops by focusing on offering wide assortments of products, a high level of service as well as flexible pricing policies to attract price sensitive Ukrainian consumers. Private label assortments are expected to expand in the future also and the company will look to extend its retail chain over the forecast period to further increase Luksoptyka's competitiveness in eyewear.

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Contents

Strategic Direction

Key Facts

Summary 1 Luksoptyka Holding TOV: Key Facts

Summary 2 Luksoptyka Holding TOV: Operational Indicators

Company Background

Chart 1 Luksoptyka Holding TOV: Luxoptica in Donetsk

Internet Strategy

Private Label

Summary 3 Luksoptyka Holding TOV: Private Label Portfolio

Competitive Positioning

Summary 4 Luksoptyka Holding TOV: Competitive Position 2015

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