

# Mebelnaya Kompania Shatura OAO in Home and Garden (Russia)

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## Abstracts

In 2014 Mebelnaya Kompania Shatura OAO invested in reorganisation of points of sale, in terms of both exteriors and management. Additionally, its brand portfolio was changed with the highest emphasis on the oldest and most recognisable brand, Shatura. All these actions took place with the aim to correct the company's activity and to improve its competitive advantage, given the difficult economic situation in Russia.

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