

Mobiado Rus OOO in Luxury Goods (Russia)

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Abstracts

Mobiado Rus OOO is the official representative in Russia of Mobiado, a Canadian producer of luxury mobile phones. Mobiado claims the highest level of luxury grade design and engineering art. The opening of the flagship store in Hotel Moscow in 2012 and promotional activities for new mobile phones and devices in 2013 show the importance of Russia's luxury mobile phone market for the company. These are among the most sought-after, exclusive devices in Russia, which is characterised by high...

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Contents

Strategic Direction

Key Facts

Summary 1 Mobiado Rus OOO: Key Facts

Summary 2 Mobiado Rus OOO: Operational Indicators

Company Background

Summary 3 Mobiado Rus OOO: Luxury Brands by Category 2013

Internet Strategy

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