

MTI TOV in Retailing (Ukraine)

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Abstracts

The future strategy of MTI will evolve around maintaining its leading position in apparel and footwear specialist retailers in Ukraine through the focus on a high level of customer service and ensuring wide assortments of good-quality and original products. In the short term, further regional expansion is unlikely to be a priority but it will change with time with the company expected to increase its chain through new openings. In the near future, the company's focus will also shift from the pre...

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