

Nike Inc in Apparel and Footwear (Ukraine)

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Abstracts

Nike Inc will be focusing on preserving its current position in sportswear in Ukraine, facing toughening competition from cheaper sportswear products. However, it is hardly expected to resort to expansion plans in the short-term prospects due to the unfavourable economic and political situation in Ukraine. Nike Inc will be more attentive towards building assortments in stores in such a way so that consumers are satisfied with their width and quality whilst prices remain within affordability...

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