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Nike OOO in Apparel and Footwear (Russia)

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Abstracts

In Russia, the main regions for Nike are Moscow and St Petersburg. The company is also considering plans for regional expansion as all modern retailers are rapidly growing across the whole country. One of Nike's key niches is to be the most popular brand selected among young people in the 14-19 year old age bracket. The company will develop its business with the help of a franchising scheme.

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