

Nord VAT in Consumer Appliances (Ukraine)

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Abstracts

Nord has the strategic aim of becoming the absolute leader in refrigeration appliances in Ukraine. To reach this goal, the company will focus on personnel, marketing, innovation, efficient production and sales. These will include improving labour efficiency and the quality of products and services, market and consumer preference research, technology modernisation, improving the design and functionality of products, developing its own distribution network and improving logistics.

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