

Optik-Vizhn OOO in Eyewear (Russia)

https://marketpublishers.com/r/OE09DDB20EAEN.html

Date: February 2014

Pages: 3

Price: US\$ 150.00 (Single User License)

ID: OE09DDB20EAEN

Abstracts

Optik-Vizhn OOO owns the Ochkarik optical shops, the third largest optical retailer in Russia. At the end of 2013, the company's main focus was distributor relations - Ochkarik aims to stop working with distributors and receive all products directly from companies. The company expects that this measure will allow significantly reduced retail prices for eyewear products and will lead to a 20% increase in its number of customers. Direct supplies will also allow the company to offer new products...

Euromonitor International Local Company Profiles are a concise set of briefings detailing the strategic direction taken by a company. Discover key contact details, the company background and their competitive positioning through this collection of snapshot company profiles.

Product coverage: Contact Lenses, Spectacles.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Eyewear market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.



Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.



Contents

Strategic Direction

Key Facts

Summary 1 Optik-Vizhn OOO: Key Facts

Summary 2 Optik-Vizhn OOO: Operational Indicators

Company Background

Chart 1 Optik-Vizhn OOO: Ochkarik in Moscow

Internet Strategy

Private Label

Competitive Positioning

Summary 3 Optik-Vizhn OOO: Competitive Position 2012



I would like to order

Product name: Optik-Vizhn OOO in Eyewear (Russia)

Product link: https://marketpublishers.com/r/OE09DDB20EAEN.html
Price: US\$ 150.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer

Service:

info@marketpublishers.com

Payment

First name: Last name:

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page https://marketpublishers.com/r/OE09DDB20EAEN.html

To pay by Wire Transfer, please, fill in your contact details in the form below:

Email:	
Company:	
Address:	
City:	
Zip code:	
Country:	
Tel:	
Fax:	
Your message:	
	**All fields are required
	Custumer signature

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at https://marketpublishers.com/docs/terms.html

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970