

Optik-Vizhn OOO in Eyewear (Russia)

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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...

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