

Optimus TOV in Eyewear (Ukraine)

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Date: September 2015

Pages: 3

Price: US\$ 150.00 (Single User License)

ID: O6AD9B890ECEN

Abstracts

Optimus TOV represents a chain of Luxoptika optical shops. The leading strategy of the company is to expand its chain of optical shops in Ukraine. The company operates in the mainstream and premium segments. In 2013, the company opened a new optical shop in the Monsoon shopping centre in Sevastopol.

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