

Royal Shoes TOV in Apparel (Ukraine)

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Abstracts

Royal Shoes TOV is to focus its future activities around assortment optimisation and adding new brands to the portfolio to be in line with shifting consumer preferences in footwear. The company will be paying due attention to representing economy through to premium assortments in its stores to cover a wide consumer base. It will also continue its sales policy with regular discounts offered to consumers to maintain their loyalty. At the end of the review period, Royal Shoes TOV's share decline...

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