

Rozetka TOV in Home Care (Ukraine)

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Abstracts

Rozetka TOV (Rozetka.ua) is the largest internet retailer in Ukraine. Started as a consumer electronics and appliances retailer, in 2015 Rozetka.ua launched retailing of home care. The company's goal is to increase the number of categories in which it operates and improve its positions within all of them. Over the forecast period, the company is expected to build a new warehouse starting at 30,000 square metres.

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Contents

Strategic Direction

Key Facts

Summary 1 Rozetka TOV: Key Facts

Summary 2 Rozetka.ua: Operational Indicators

Company Background

Private Label

Competitive Positioning

Summary 3 Rozetka TOV: Competitive Position 2016

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