

## Sela Corp in Apparel (Ukraine)

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### Abstracts

Sela Corp will work through franchising in Ukraine in future having closed its own stores in 2012. The reduced number of outlets will erode the company's position in apparel overall, and finding an efficient partner to be its general franchiser in Ukraine will be an important issue for adding to its competitiveness. Otherwise, Sela Corp's share will decline over the forecast period, especially if more foreign brands with "democratic" prices come to the country. During the recession, Sela Corp...

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## Contents

Strategic Direction

Key Facts

Summary 1 Sela Corp: Key Facts

Summary 2 Sela Corp: Operational Indicators

Company Background

Production

Competitive Positioning

Summary 3 Sela Corp: Competitive Position 2012

Internet Strategy

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