

# Sela Fashion Design Ltd in Apparel (Russia)

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Date: August 2013

Pages: 3

Price: US\$ 150.00 (Single User License)

ID: S7962BA2E21EN

## Abstracts

Sela Fashion Design's goal is to increase its presence in Russian and CIS apparel including development of the internet channel. The company will focus on this channel over the forecast period in order to enlarge its share to 15-20% of the overall turnover. The company will also develop its store-based business. In cities with over 200,000 inhabitants, it plans to introduce both its own outlets and stores opened by partners, while in smaller towns the business will be expanded only with the...

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