

Sokrat TOV in Personal Accessories (Ukraine)

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Abstracts

Sokrat has not been facing the easiest of times due to rising competition from internet retailers and other retailers, including modern grocery retailers, using lower mark-ups and poorer product quality. In the short term Ukrainians will continue to focus on economy writing instruments so non-specialist channels will continue to put pressure on specialists. As a result, the chain's expansion is unlikely to be a priority, with the retailer focusing on optimising its business operations instead.

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