

# Specsavers Optical Group Ltd in Eyewear (United Kingdom)

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## Abstracts

Specsavers' strategic direction in the UK is to continue to focus on three core areas, namely value, fashion and high quality service. The company is dedicated to delivering affordable eye care to UK consumers, while at the same time providing good quality products and a professional service. Specsavers is the leading optical goods retailer in the UK. The company will also continue to invest heavily in marketing, with its Digital Precision Eyecare concept notably benefiting from a strong adverti...

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