

# Sportmaster-Ukraina TOV in Retailing (Ukraine)

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## **Abstracts**

Sportmaster-Ukraina is Ukraine's leading retailer of sport goods, operating with different sports brands. The company is looking for growth by aiming for higher average purchases and higher customer volume. The company aims to reach this goal, amongst others, by offering products not available at competitors' outlets, strengthening seasonal sales.

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## Contents

Strategic Direction Key Facts Summary 1 Sportmaster-Ukraina TOV: Key Facts Summary 2 Sportmaster-Ukraina TOV: Operational Indicators Internet Strategy Company Background Chart 1 Sportmaster-Ukraina : Sportmaster, Sports Goods Stores in Kyiv Competitive Positioning Summary 3 Sportmaster-Ukraina TOV: Competitive Position 2014



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