

Standard Optik TOV in Eyewear (Ukraine)

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Abstracts

Over the coming years, Standard Optik TOV aims to focus on maintaining its consumer base and generating significant volume sales through its partners as well as ensuring efficient wholesale supply and wide assortments to meet different consumer needs. Longer term, once the economic situation stabilises, the opening of new Polaroid stores will also be likely. Besides having good wholesaling expertise, the company will also consider becoming a representative of other international brands in Ukrain...

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