

# Sual International Ltd in Home and Garden (Russia)

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## Abstracts

In light of the severe competitive environment, the company will continue to offer various discounts in order to sustain its competitive advantage as well as further increase brand awareness among potential consumers. The company will also continue to focus on dynamically changing consumer needs. It will put more emphasis on production of cookware with ceramic coating, as this type of cookware is currently en-vogue among Russian consumers and it is anticipated that the popularity of this type...

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