

Swatch Group Rus in Luxury Goods (Russia)

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Date: May 2014

Pages: 3

Price: US\$ 150.00 (Single User License)

ID: SBE008D1F81EN

Abstracts

As Russia is one of the countries with constantly increasing retail volume sales of jewellery and timepieces, Swatch Group Rus, a subsidiary of The Swatch Group, is constantly expanding its position in Russia, especially in the luxury segment. The intensification of the retail network is conducted in two directions: the opening of Swatch Group's own boutiques and the expansion of the official distributors' store network.

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Contents

Strategic Direction

Key Facts

Summary 1 Swatch Group Rus: Key Facts

Company Background

Summary 2 Swatch Group Rus: Luxury Brands by Category 2013

Internet Strategy

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