

TD TSUM OAO in Luxury Goods (Russia)

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Abstracts

The core activity of TD TSUM is the retail of luxury goods in Russia. TD TSUM also provides VIP shopping, exclusive catering services in different cafés, bars and restaurants, cosmetic cabins with personal stylists, wish-list services and online shopping. Its most important strategic goal is the stabilisation of its successful performance and to identify new directions of activities to maintain its strong position in luxury goods. To implement its goal, the retailer is planning to optimise its f...

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