

TD TSUM OAO in Retailing (Russia)

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Abstracts

The key strategic goal of TD TSUM is to strengthen its position as a leading player in luxury retailing, generating the highest possible income. The company will therefore continue to develop its marketing strategies and improve communications with consumers. It will also continue to implement its marketing promotion “the best prices in Europe”, which will attract more international consumers. Besides, it will also focus on the development of its offline and online stores.

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