

TSUM Trading House in Luxury Goods (Russia)

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Date: March 2015

Pages: 3

Price: US\$ 150.00 (Single User License)

ID: TE7CCE6EE9CEN

Abstracts

TSUM Trading House serves daily more than 15,000 consumers. In order to hold the position of one of the largest luxury goods retailers in Russia, the company constantly works on boosting TSUM's brand recognition through marketing and PR activities to include participation in cultural and social events, client loyalty programme improvement, represented luxury goods brands portfolio quality and exclusivity review. In 2013, various investments were made into its internet shop's future development.

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