

Wojas SA in Apparel (Poland)

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Abstracts

Wojas's strategy is to strengthen its position in footwear. Wojas is developing its sales network, and plans to have more than 150 stores at the end of 2013. The company intends to increase the efficiency of its operations, which will translate into sales growth in its existing stores. Moreover, Wojas plans to increase the scale of export activity, especially in Eastern European markets such as Ukraine, Belarus and Russia. The company does not preclude the acquisition of business entities in...

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