

Yuvelirnaya Set 585 000 in Personal Accessories (Russia)

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Date: June 2017 Pages: 4 Price: US\$ 150.00 (Single User License) ID: YB3EA515749EN

Abstracts

The retailer's strategic direction in terms of personal accessories will be defined by economic circumstances in the forecast period. The company is expected to concentrate on new store openings, optimising costs, extending its product portfolio, promotional and advertising campaigns and improving the service offered by sales staff through training and education.

Euromonitor International Local Company Profiles are a concise set of briefings detailing the strategic direction taken by a company. Discover key contact details, the company background and their competitive positioning through this collection of snapshot company profiles.

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