

# ZARA Ukraina TOV in Apparel (Ukraine)

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Date: August 2013

Pages: 3

Price: US\$ 150.00 (Single User License)

ID: Z205083D3EDEN

## Abstracts

ZARA Ukraina TOV entered Ukraine in 2008 and quickly reached fourth position in the top players in apparel despite the recession. Ukrainians lacked brands positioned in the “democratic” branded apparel segment and were attracted by the company’s assortments. The future strategy of ZARA will comprise increasing its sales and presence in the country through new store openings and enriching its assortments to be in line with latest fashion developments and shifting consumer preferences.

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