

# Albar Car Fleet (RZ) Ltd in Travel and Tourism (Israel)

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## **Abstracts**

The customer, large or small, was the focus of the company in 2012. Albar emphasises customer satisfaction. To achieve this goal, the company continually invests in upgrading its infrastructure, its operations and service department; its customer service centre is available for consumers 24-hours a day, 7-days a week. This strategy is related to a major breakthrough that the company has made during the last two years.

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## **Contents**

Strategic Direction

**Key Facts** 

Summary 1 Albar Car Fleet (RZ) LTD: Key Facts

Summary 2 Albar Car Fleet (RZ) LTD: Operational Indicators

Company Background

Competitive Positioning

Summary 3 Albar Car Fleet (RZ) LTD: Competitive Position 2012



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