

# Alza.cz as in Retailing (Czech Republic)

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## Abstracts

Alza.cz is focusing mainly on maintaining its leading position in internet retailing and increasing its value sales. This will be achieved mainly through massive advertising and targeting its existing customer base. The company has one of the widest product portfolios in the marketplace, which is constantly being further expanded. Alza.cz will also continue to focus on innovative delivery options and customer service, as demonstrated by the launch of its AlzaBox at the end of 2014.

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