

Alza.sk sro in Retailing (Slovakia)

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Abstracts

Alza.sk sro is currently focused mainly on maintaining its leading position in internet retailers. The company's key aim is to continue increasing its value sales. This is being done mainly through massive advertising campaigns and strong marketing activities which target the retailer's existing customer base. The company offers one of the widest product portfolios in internet retailing in Slovakia and this portfolio is constantly being expanded to include new product types. Alza.sk is also expa...

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