

Billa sro in Retailing (Czech Republic)

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Abstracts

Billa is planning to utilise marketing activities to gain customer loyalty. The company supports the concept of loyalty cards, with Billa Bonus Club, which is very popular amongst customers. Billa chooses to follow the healthy living and organic food trends. It plans to invest in outlet modernisation to meet consumers' expectations of shopping comfort. Middle- and high-income consumers will be the target group for Billa. A digital strategy and online grocery retailing are current hot topics for...

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