

Billa sro in Retailing (Slovakia)

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Abstracts

Billa is planning to utilise its marketing activities in order to gain loyal consumers. The company is supporting the successful concept of loyalty cards, Billa karta, which are very popular among customers. Keeping up to date with healthy living and organic food trends is Billa's strategy.

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Contents

Strategic Direction

Company Background

Digital Strategy

Summary 1 Billa sro: Share of Sales Generated by Internet Retailing 2013-2015

Chart 1 Modern Grocery Retailers: Billa, Supermarkets in Prešov

Private Label

Summary 2 Billa sro: Private Label Portfolio

Competitive Positioning

Summary 3 Billa sro: Competitive Position 2015

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