

# Black Red White Slovakia as in Retailing (Slovakia)

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Date: May 2013

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: B0648A4E04DEN

## Abstracts

The company did not expand the number of its outlets in 2012 as any further expansion is based on decisions of its Polish management. However, Black Red White (formerly known as Luto Slovakia) did open an online store which enabled it to access a wider consumer group. It is expected to promote its shop more intensively both in terms of search engines and in stores.

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