

CK Fischer as in Travel and Tourism (Czech Republic)

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Abstracts

CK Fischer plans to focus its business activities on maintaining its position in travel retail and increasing its value sales. The company is likely to utilise last-minute offers more intensively while promoting its offers online more actively. Value for money deals will play an essential role for consumers while the growing competition within travel agencies in the Czech Republic will continue to threaten sales sustainability. The company is also considering paying more attention to business...

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