

Czech Rent a Car sro in Travel and Tourism (Czech Republic)

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Abstracts

Czech Rent a Car sro was one of leading car rental companies in the Czech Republic in 2013 and will focus on maintaining and improving its position. The company will put stronger emphasis on online advertising and promotion as this appears to offer key growth potential. It introduced a new website in 2013 and will continue to develop new tools making the booking process even more convenient.

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Contents

Strategic Direction

Key Facts

Summary 1 Czech Rent a Car sro: Key Facts

Summary 2 Czech Rent a Car sro: Operational Indicators

Company Background

Competitive Positioning

Summary 3 Czech Rent a Car sro: Competitive Position 2013

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