

# Kaufland Ceska Republika vos in Retailing (Czech Republic)

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#### **Abstracts**

Kaufland Ceska Republika aims to retain its leading position in hypermarkets and slowly expand its network of outlets if good locations can be found. Its key strategy for attracting consumers will continue to be advertising in both the local and national media. Existing outlets are also being refurbished to meet the changing demands of consumers.

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