

Nay as in Retailing (Slovakia)

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Date: May 2013

Pages: 3

Price: US\$ 150.00 (Single User License)

ID: N6164CD25D7EN

Abstracts

The company is the top electronic appliances specialist in Slovakia. In 2011 it closed down its activities in the Czech Republic and will focus on further developing its position in Slovakia. The company has a strong loyalty programme which will continually promote its business, and the company is considering further expansion and new stores openings within Slovakia.

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