

Nowa Itaka Sp zoo in Travel and Tourism (Poland)

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Abstracts

The company aims to keep being the leading tour operator in Poland. Increased interest in family holidays with children encouraged Itaka to invest in famous cartoon creation Scooby-Doo, which will be advertising the company from 2013.

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Contents

Strategic Direction

Key Facts

Summary 1 Nowa Itaka Sp zoo: Key Facts

Summary 2 Nowa Itaka Sp zoo: Operational Indicators

Company Background Competitive Positioning

Summary 3 Nowa Itaka Sp zoo: Competitive Position 2012



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