

Obi Slovakia sro in Retailing (Slovakia)

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Abstracts

Obi launched its operations in Slovakia during 2016, after taking over and refurbishing 13 outlets of BauMax SR spol sro. The key strategy of the company is set to will be to establish its operations in Slovakia properly and attract more customers through advertising campaigns, its loyalty programme and local outdoor marketing campaigns in areas next to where its outlets are located. The expansion of its network of outlets is not expected during the first years of the review period. The company...

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