

## Panta Rhei sro in Retailing (Slovakia)

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### Abstracts

Panta Rhei sro is the leading bookstore chain in Slovakia and will focus on stronger promotion and communication with customers. Loyalty programmes, events where customers can have their books signed by Slovak authors, were launched in 2012. The company's promotion of reading literature and education will also play a key role in incentivising consumers to purchase books.

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## Contents

Strategic Direction

Key Facts

Summary 1 Panta Rhei sro: Key Facts

Summary 2 Panta Rhei sro: Operational Indicators

Internet Strategy

Company Background

Private Label

Competitive Positioning

Summary 3 Panta Rhei sro: Competitive Position 2012

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