

Praktiker Építési- és Barkácspiacok Kft in Retailing (Hungary)

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Abstracts

Praktiker leads in terms of innovation within home and garden specialist retailers, with new initiatives such as entering internet retailing, and launching its own brand as a tool to fight against ailing sales and weakening purchasing power.

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Contents

Strategic Direction

Key Facts

Summary 1 Praktiker Építési- és Barkács piacok Kft: Key Facts

Summary 2 Praktiker Építési- és Barkács piacok Kft: Operational Indicators

Internet Strategy

Company Background

Private Label

Competitive Positioning

Summary 3 Praktiker Építési és Barkács piacok Kft: Competitive Position 2012

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