

# Praktiker Romania Srl in Retailing (Romania)

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## Abstracts

Praktiker has been having a hard time in Romania since the onset of the economic crisis in 2009, a situation which is being echoed in several other countries in Central and Eastern Europe. The company's turnover in Romania declined by 18% between 2009 and 2011. Currently, there are 31 outlets within the Praktiker retail chain spread across 23 cities of Romania and its shareholders are growing increasingly dissatisfied with the company's performance in Eastern Europe. During 2012, the company's...

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## Contents

Strategic Direction

Key Facts

Summary 1 Praktiker Romania Srl: Key Facts

Summary 2 Praktiker Romania Srl: Operational Indicators

Internet Strategy

Company Background

Private Label

Competitive Positioning

Summary 3 Praktiker Romania Srl: Competitive Position 2012

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