

# Spar Ceska Obchodni Spolecnost sro in Retailing (Czech Republic)

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## Abstracts

The company plans to continue to expand in the Czech Republic. According to its plan, it expects to open about 20 new outlets over the first three years of the forecast period in the country. In addition, the company plans to increase its investments in marketing and advertising with the aim of strengthen its promotional support. In terms of product assortment, the company will focus mainly on domestic grocery products, as these products are increasingly in demand from Czech consumers and thus...

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