

# Tchibo Budapest Kft in Hot Drinks (Hungary)

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## Abstracts

Tchibo Budapest Kft is expected to continue to expand its assortment of coffee products from family offers to premium products, as well as its quality selection of non-food private label goods, targeting middle class, well-to-do consumers. It plans to further boost its online sales, and promote trustworthy quality as well as a good price-to-value ratio.

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## Contents

Strategic Direction

Key Facts

Summary 1 Tchibo Budapest Kft: Key Facts

Summary 2 Tchibo Budapest Kft: Operational Indicators

Competitive Positioning

Summary 3 Tchibo Budapest Kft: Competitive Position 2015

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