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Makro and its prices

Makro presents itself as a wholesaler, but it gets lumped together with the major retailers for purposes of tracking the market. The latest figures show that of the 10 largest retailers, its decline in revenue last year was the greatest, -8.2%. Part of this was no doubt due to its emphasis on serving the hotel and restaurant sectors, which have both been hit hard by the crisis. Another reason is that some shoppers who considered Makro a wholesaler now realize that it often doesn't offer any price advantage, so they have shifted some purchases to other stores. Makro now plans to expand its market by offering an internet delivery service, but this could be a mixed blessing for it, because it will be all that much easier for customers to compare prices. It will also be much more difficult to list one price on the shelf and to ring up another at the register. This, it seems, is where some retailers make most of their profit.

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