

STR

s t r a t é g i a
t e c h n o l ó g i a
r e n d s z e r

Trade development pages
of the Progressive Magazine

PROGRESSZIV
M A G A Z I N



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Strategy, Technology, System (in Hungarian STR) – we have to make clear to all the players of the food and non-food sector, that we need them as much as the goods they sell.

What is the worth of the finest confectionery or the best detergent if the display is obsolete, the packaging is disgusting, or the barcode is of no use

That's why the STR Pages published in the Progressive Magazine every month fill a long felt gap.

You can only be a well informed expert, if you thumb through these pages regularly – whether you are a manager, leader of a region, sales director, or a manufacturer.

The goal of the STR Pages is the transmission of up-to-date information

- about the most important features of the latest retail improvements;
- about the technologies in the retail chains;
- about the absolutely necessary services and equipment needed in the stores.

The STR Pages assure

- reaching the whole Hungarian FMCG sector (retail and production)
- as part of the Progressive Magazine, by copies mailed monthly to 15,000 members

The STR Breakfasts

- meeting point for the experts in the improvement of the retail
- discussing the latest trends in the course of an interactive, moderated conversation
- giving information to the readers of the Progressive Magazine in the articles written about this conversation.