

Laurel Group introduction





Our mission

As a retail service company our mission is to create a solution that helps retailers to reduce their administrative burden and focus more on business development and their customers.



Laurel facts

8m EUR sales - 2016 16,000 POS, 5,000 stores 100% Retail focus 140 employees Founded in 1993 Countries covered Hungary, Slovakia



Market share



If you buy food, cigarettes or fuel in Hungary, chances are high, that you have a Laurel checkout receipt in your pocket.

Traditional market leading position in the PC cash register market...



Introducing Laurel

- Laurel Group is the market leader solution provider of the retail industry with more than 24 years of experience in the field of development, localization, implementation of commercial systems and the support of their day-to-day operation.
- We offer solutions to retail units in all areas of the industry: complete checkout solutions, store management systems, in-store marketing tools as well as warehouse and inventory products.



Portfolio

Retail systems, checkout software, cash registers

Business intelligence systems

Loyalty systems

IT services

Instore marketing solutions

Web & Mobile solutions

ERP solutions

Complex petrol station system



References









MANUFACTURER





SPORTS GOODS













HUNGARIAN FMCG













INTERNATIONAL FMCG















References





PETROL STATIONS



Normbenz



LOYALTY & CRM



Auchan



BAUHAUS
Wenn's gut werden muss.

RESTAURANTS





HOME DECOR









FASHION











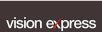




MUSETTE

OTHERS











Könyvmolyképző

Rosenberger







Laurel suppliers













































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