



# 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

## DIY



## MANUFACTURER



## SPORTS GOODS



## HUNGARIAN FMCG



## INTERNATIONAL FMCG



# References

## HIGHWAY OPERATION



NEMZETI  
ÚTOLJÁRZETÉSI  
SZOLGÁLTATÓ ZRT.

## PETROL STATIONS



Normbenz  
Auchan

## LOYALTY & CRM

SuperShop

Auchan

BUTLERS

BAUHAUS  
Where's got werden muss.

## RESTAURANTS

Hard Rock  
CAFE



## HOME DECOR

kika

BUTLERS

MÖBELIX  
KÖNYV FARBEST

XXXLutz

## FASHION

MANGO

ht  
HEAVY TOOLS

SALAMANDER



il bacio  
IL BACIO DI STILE

DIGEL  
THE PROTECTOR COMPANY

PIG SHOES

MUSETTE

## OTHERS

inmedio

vision express

LEGO LEGO® STORE BUDAPEST

orange™

JG  
JÜLLICH GLAS

Könyvmolyképző

Rosenberger

GE  
GE Lighting

POLUS  
COOP Zrt.

# Laurel suppliers





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