

# Student Entrepreneurship in Europe

**EDUCA Pardubice**  
**Discussions with**  
**businessmen, company**  
**representatives**



# **MERCHANDISING**

**3.10.2016**

- **Merchandising - Unity!cx, Inc.**
- **Discussion with Marek Žíla – CEO**
- **Company providing service and merchandising of sports clubs and service for funshops.**





Střední průmyslová škola stavební Pardubice



[www.spsstavebni.cz](http://www.spsstavebni.cz)











# **ALZA**

**15.3.2016**

- **Alza company representatives visiting our school and presenting company's history and introducing a programme Sales Adademy.**
- **Introducing product portfolio, company's successful history and its vision for the future.**
- **Students were offered long-term and short-term internship, part-time jobs, professional experience**
- **Both presenters talked about their beginnings in the company and the necessity to learn new things and to work hard.**













# **COCA COLA**

**17.3.2016**

- **Coca-Cola company in Prague**
- **Introducing company history, the history of the beverage and the manufacturing company, information on corporate governance and its distribution**



# Coca-Cola HBC

Česká republika

  
Coca-Cola  
TRUCK  
INFORMATION TRUCK  












# Coca-Cola HBC

Česká republika



**i**  
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