**Eastern Europe (Czech Republic, Slovakia)**

**2024 Performance Analysis**

* **Total Sales: €227,543.5k (Erratic growth: +15% in June, -8% in Nov).**
* **Total Costs: €117,334.3k (Seasonal inventory overstocking).**
* **Net Margin: 48.4% (Underutilized potential).**

**2025 Targets**

* **Sales Growth: €243,470.5k.**
* **Cost Control: €119,681.0k.**
* **Net Margin: 51% (+2.6 points).**

**Operational Recommendations**

1. **Annual Subscription Discounts launched in January.  
   *Key Indicator*: Passenger Revenues (+10%).**
2. **ERP System Implementation in Q2 (Apr-Jun) for stock management.  
   *Key Indicator*: Goods Inventory Costs (-5%).**