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office news

Family Center on the web

2011. May 09. [Family Center](#), [Real Management](#), [strip mall](#)

The strip mall network present in every region in Hungary now also launched its own web site to provide customers an orientation platform.



Until now, information about the investor and the operator primarily targeting the real estate market could be found on the sites of Real 4 You GmbH, the Austrian developer, and Real Management Kft., the company in charge for the center operation, whereas information addressing the center visitors where available on www.retail.hu since this site was launched.

In the last years however, these sites could no longer serve the increased number of inquiries adequately which emerged with the expansion of the network in the whole country. Apart from publishing relevant information in a structured manner on one place, it also became necessary to communicate and popularize the image of the Family Center strip malls and announce special offers and promotions of the center shops on time.

The aim of the Family Center concept is to spread popular brands as Deichmann, New Yorker, C&A, Takko, Müller drugstore etc. also in the countryside.

All this happens by creating family-friendly surroundings where the customers can escape from the downtown noise and plaza hustle, comfortably choose between prettier-than-pretty fashion goods, trendy shoes and colourful toys, acquire sports and leisure time equipment, and have renowned drugstores and grocery stores on one site.

Find the nearest strip mall, and let us put a smile on your face!

appearance: 2011. May 09.
 source: Family Center

category: office

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[in shopping malls](#)
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[in office building](#)
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[street retail](#)

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[shopping center](#)
[strip mall](#)
[outlet center](#)
[hipermarket](#)
[shopping mall](#)

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[retails in the agglomeration](#)
[searching on the map](#)

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[architecture](#)
[developers](#)
[consultants](#)
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[constructors](#)
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[retail hardware](#)
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