

Albert Heijn BV in Retailing (Netherlands)

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Abstracts

As the leading grocery retailer in the Netherlands, Albert Heijn aims to stay ahead of its competitors through store expansion, an innovative product assortment and new store concepts, as well as investment in its online platform. While the company continues to regularly open new supermarkets to improve store proximity to consumers, it has also recently begun to focus on the development of its convenience store format, AH-to-Go, with such stores now operating at airports, railway stations, unive...

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