

Asogem Nederland BV in Consumer Appliances (Netherlands)

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Abstracts

Asogem Nederland's strategy is to remain a distributor and importer of international brands in consumer appliances and focus on marketing its stronger brands in the Netherlands. The company distributes its products through store-based retail chains including BCC and MediaMarkt and pure internet players such as Coolblue.nl and Wehkamp.nl. The company's brands are relatively unknown and the company is focusing on increasing consumer awareness of the brands it carries, especially Beko. This brand...

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