

BCC Elektro-speciaalzaken BV in Consumer Appliances (Netherlands)

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Date: January 2016

Pages: 3

Price: US\$ 150.00 (Single User License)

ID: B11C93BF1C4EN

Abstracts

BCC'S main strategy is to be the electronics shop of choice in the Netherlands, offering the lowest price guarantee to its customers in both its online and store-based shops. The company is also focusing on a multi-channel strategy, primarily focusing on strengthening its online shop. The company is improving the website design and its product portfolio, as well as the ease and security of the ordering process. A stronger focus will be on bringing down the operational costs of its internet...

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