

# BCC Elektro-speciaalzaken BV in Consumer Electronics (Netherlands)

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## Abstracts

BCC is set to continue expanding in the Netherlands and strengthening its position in the retailing of consumer electronics and consumer appliances, although following the recent acquisition of 18 former HiM retail outlets in 2015, it is unlikely that the company will seek to further expand the number of outlets in operates during 2016. Because of its low-price strategy, however, the company is still struggling to turn a profit.

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