

BCC Elektro-speciaalzaken BV in Retailing (Netherlands)

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Abstracts

Following the acquisition of rival chains, including HiM Retail, which operates the Harense Smid, Its Electronics and Mikro-Elektro chains, BCC has expanded its number outlets, although the figure remained stable in 2016. However, BCC is expected to further strengthen its online platform by increasing its number of services and making it easier for consumers to shop. The company is expected to achieve this by offering more convenient click-and-collect options, such as collection within one hour...

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