

Blokker Nederland BV in Retailing (Belgium)

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Abstracts

Rather than focusing on expanding its presence in terms of physical stores, Blokker is looking to expand its web shop offerings. It had seven web shops in 2010, which grew to 12 in 2011, and more such shops will be opened in the future. Blokker reports that Belgium is one of the key countries in which it operates outside of the Netherlands, along with France, Spain and Germany. It intends to consolidate its position as the leading provider of household and interior decoration products in...

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