

Blokker Nederland BV in Retailing (Netherlands)

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Abstracts

Blokker Nederland BV has suffered many losses over the past couple of years. As a result, the company has decided upon a new strategy. It is seeking to get closer to consumers by increasing its activities on social media and improving its customer service. Besides updating the offerings in its stores, Blokker is also slowly renovating its outlets.

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Contents

Strategic Direction

Company Background

Digital Strategy

Summary 1 Blokker Nederland BV: Share of Sales Generated by Internet Retailing 2014-2016

Competitive Positioning

Summary 2 Blokker Nederland BV: Competitive Position 2016



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