

bol.com BV in Retailing (Netherlands)

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Abstracts

Bol.com aims to be the best internet retailer in the Netherlands. To achieve this goal, it is expanding the product types offered, which is primarily done by partnering with other (internet) retailers. Bol.com is expected to further develop this concept of online partnership in the forecast period, as it has proven to be successful, and is expected to have a lot of potential in terms of expanding its product range.

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