

Bol.com in Retailing (Belgium)

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Abstracts

Bol.com's ambition to provide the best online retail offering for its customers received a significant boost from its acquisition by Ahold in 2012, as it is now part of a strong international retailing group which has ambitions to expand its online offerings significantly. This will see Bol.com's offerings expand into online food sales. Bol.com intends to continue to expand its range of offerings by expanding into more retail segments.

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