

B&Q Plc in Home and Garden (United Kingdom)

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Abstracts

B&Q can be expected to continue and extend its efforts of appealing to the new consumer by further expanding its online services and revamping its existing stores. The company is likely to close stores that are not profitable and open smaller stores in city centres, offering click-and-collect services to its customers. The company also plans to reduce its product range and downsize selling space in its stores, moving more of its stock into backroom areas and equipping staff with tablets so that...

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