

# De Bijenkorf BV in Luxury Goods (Netherlands)

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Date: November 2016

Pages: 3

Price: US\$ 150.00 (Single User License)

ID: D68D31005E1EN

## Abstracts

De Bijenkorf is concentrating on consolidating its position as the leading luxury department store in the Netherlands. With its new store redesign and more of a focus on luxury brands, the retailer is set to consolidate its position with a more luxury concept. The company is investing in marketing actions which aim to generate inspiration when the customer visits the store in terms of appearance and service, with luxury yet sober elements to appeal to affluent Dutch consumers. De Bijenkorf is al...

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## Contents

Strategic Direction

Key Facts

Summary 1 De Bijenkorf BV: Key Facts

Summary 2 De Bijenkorf BV: Operational Indicators

Company Background

Chart 1 De Bijenkorf BV: De Bijenkorf in The Hague

Internet Strategy

Private Label

Summary 3 De Bijenkorf BV: Private Label Portfolio

Competitive Positioning

Summary 4 De Bijenkorf BV: Competitive Position 2014

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