

De Bijenkorf BV in Retailing (Netherlands)

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Date: January 2017

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: DAA6051AC68EN

Abstracts

De Bijenkorf no longer focuses on the masses, instead looking to attract higher-end consumers. The company's "Drie Dwaze Dagen" sale (three consecutive days of heavy discounts) has now been abandoned, while De Bijenkorf has also closed some of its outlets. The company is looking to invest more resources in its remaining stores as well as offer more exclusive brands and an improved shopping experience.

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