

## Euretco BV in Retailing (Netherlands)

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### Abstracts

Euretco faces intense competition from large businesses in almost all categories where it is present. Its strategy is therefore to focus on placing outlets at the edges of towns or in specialised areas, such as “woonboulevards” – out-of-town areas where many similar retailers are concentrated. In the meantime the company is also set to keep focusing on supporting shops and shop owners that play a central role in their local community. In addition, Euretco’s intended merger with Intres is set to...

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