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Fonq.nl BV in Retailing (Netherlands)

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Abstracts

Fonq.nl is an internet retailer engaged mostly in the distribution of homewares, home furnishings and consumer appliances. As part of a new strategy, the company has launched an inspirational lifestyle magazine called MOOI. This replaces the Fonq catalogue, which the retailer saw as no longer being in line with its strategy of inspiring consumers.

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