

Hema BV in Retailing (Netherlands)

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Abstracts

The strategy of Hema is to further expand its position, whilst maintaining the specific characteristics of the Hema brand, which have made it one of the most popular and well-liked retail brands in the Netherlands. Hema is opening more outlets with a smaller sales area than the Hema outlets in major cities. Hema is already highly concentrated in terms of larger stores, which is why it is focusing on opening smaller versions with a selected assortment of products. In addition to the Netherlands,...

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