

# Intergamma BV in Home and Garden (Netherlands)

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## Abstracts

Intergamma is committed to consolidating its position as the leading retailer in home improvement and gardening stores over the forecast period. Instead of focusing on an expansion in outlet numbers, Intergamma is planning to continue to revamp existing stores in a bid to enhance the customer shopping experience. The firm will work to develop selling space and concept areas, such as home paint and gardening, aiming to capture the consumer demand that otherwise goes to independent retailers. The...

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