

Intergamma BV in Retailing (Netherlands)

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Abstracts

In the competitive environment of the Intergamma fascia, price is a driving factor. Intergamma wants to change this and convince the consumers that there is added value for elements such as service and a wide product range as well. In order to develop this concept more, the Gamma and Karwei stores will be repositioned in the years to come. This new positioning will try to compete more on the values of the technical knowledge of personnel, a broad range of home improvement products and the...

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