

Iris Optiek BV in Eyewear (Netherlands)

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Date: October 2014

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: IB6F9256593EN

Abstracts

Iris Optiek is set to consolidate its small niche position as an optical goods store retailer. The company foresees expansion in the form of new outlets in the region it operates in, with a possible incorporation of independent optical goods stores using a franchising scheme. To increase its customer base, Iris Optiek plans to introduce more services and products, offering ones usually available through larger chained-based retailers, whilst profiting from its small scale in aspects such as...

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