

Maxeda BV in Retailing (Netherlands)

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Abstracts

Over the past few years Maxeda has sold all its non-core activities and the group now focuses solely on its home improvement retail brands. The main objective will be to reduce costs through increased efficiency of the logistic chain, better cooperation with suppliers and improved integration of the four retail brands. A major reason for this focus on profit is that Maxeda wants to make itself as attractive as possible for a future takeover partner. In 2011 Maxeda failed in its attempts to...

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