

New Vanden Borre NV in Retailing (Belgium)

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Abstracts

New Vanden Borre NV looks to remain the most dynamic multichannel player within electronics and appliance specialist retailers in Belgium. With the success of internet retailing, the company will focus on strengthening its online presence while at the same time looking to expand its network of outlets. New Vanden Borre NV is expected to maintain an edge over its competitors thanks to its innovative delivery policies.

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Contents

Strategic Direction

Company Background

Digital Strategy

Summary 1 New Vanden Borre NV: Share of Sales Generated by Internet Retailing
2014-2016

Competitive Positioning

Summary 2 New Vanden Borre NV: Competitive Position 2016

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