

Spar Holding BV in Packaged Food (Netherlands)

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Abstracts

Spar aims to provide daily convenience for its customers. The current Spar and Attent convenience stores have a strong position in rural areas, and areas with high traffic in the summer because they depend on tourists. However, the strategy of Spar is to diversify more, and to open more urban convenience stores. There will also be a shift in terms of the product range, with a greater emphasis on fresh products. Spar wants these to offer good quality and convenience; price will be less of an...

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