

Sperwer Holding BV in Retailing (Netherlands)

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Abstracts

Sperwer has made the decision to focus on service rather than price. Unlike its main competitors, Sperwer wants to be seen as the best “service supermarket” in the Netherlands with its brand Plus. Its target for the coming years is to continue to be seen as a local player with a positive impact on local communities, whilst offering a professional and recognisable service across the board. The company is doing this by converting all its existing stores to the new Plus Briljant concept. By the...

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