

Stichting Merkartikel Bio+ in Health and Wellness (Netherlands)

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Abstracts

The strategy of Stichting Merkartikel Bio+ is to be the biggest specialist in organic food and beverages. The focus is on a single brand, Bio+. The company is not interested in the creation of multiple brands for different categories. The main strategy of the company is to create strategic partnerships with major retail chains. Stichting Merkartikel Bio+ takes over the management of the organic ranges within these retail chains. This means that by having the Bio+ range major supermarkets have...

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