

## V&D BV in Retailing (Netherlands)

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### Abstracts

In order to differentiate and innovate in a tough retail environment, V&D is increasing its top-brand product portfolio. V&D has been looking for partnerships and to increase its online activities. Its partnerships have resulted in an increased number of shop-in-shops in V&D outlets. This way, it is trying to offer consumers a more diverse assortment and higher-end brands. V&D is expected to further invest in looking for partnerships in order to be able to compete with other retailers and...

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