

# Wehkamp BV in Retailing (Netherlands)

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## **Abstracts**

Wehkamp is one of the most prominent apparel and footwear internet retailers in the Netherlands, but it is seeing competition from a growing number of brands and companies which are opening their own online stores. Wehkamp is trying to combat this by offering a large range of branded items, and by continuously adding to and renewing its product ranges.

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