

Zeeman textielSupers BV in Apparel (Netherlands)

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Abstracts

For more than 40 years, Zeeman has been following the same strategy: selling cheap products, meaning quality for a fair price. It focuses on costs, trends, and opportunities to improve. It has already achieved a presence of almost 600 stores in the Netherlands. More stores and renovations are expected the near future to broaden its presence in the Dutch market.

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