

# Aurum BV in Personal Accessories (Netherlands)

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## Abstracts

The main objective of the company for the Netherlands is to consolidate the brand. The player plans further watch extensions and the introduction of special editions aimed to trigger consumer curiosity and stimulate more frequent product purchases. In addition to the Netherlands, its brand Dutch Forces also intends to gain a presence abroad aided by its internet retailing tool but through distribution agreements at the beginning in other countries in Europe.

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