

## Boretti BV in Consumer Appliances (Netherlands)

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### Abstracts

Boretti BV has made a name for itself via the sale of high-end range cookers with a semi-professional look and feel. Boretti is a domestic company but presents itself as a traditional Italian brand. At the beginning, the focus for the company was on sales of high-end range cookers. This is still the main product for the company although it now has a much broader presence. The company's strategy is to gain share in both range cookers as well as other consumer appliances. The company maintains a...

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