

# Bruynzeel-Sakura BV in Toys and Games (Netherlands)

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## Abstracts

Bruynzeel-Sakura will continue to focus on creative drawing, writing and painting in the toys and games market. As its strong points and differentiating factors to competitors are mainly having extensive product and market research as well as the use of advanced technologies in creating their products, it will continue to aim at the high-end market. Diversification in launching new products will prove to be a key factor for the company, not just what product is launched but also how the product...

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