

# Dyson Benelux BV in Consumer Appliances (Netherlands)

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## Abstracts

Dyson Benelux's strategy is to continue expanding the categories of products that it offers in the Netherlands, whilst at the same time maintaining the uniqueness of its products through constant innovation. Dyson is known for its premium, high-quality designer products, a positioning which sets it apart from its competitors. The company also plans to expand its distribution network and the scope of its marketing to raise consumer awareness of its products in the Netherlands.

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