

HJ de Rooy Lederwaren BV in Luxury Goods (Netherlands)

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Abstracts

The company is committed to consolidating its position as a quality manufacturer of attractive designer leather personal accessories. HJ de Rooy Lederwaren is looking to expand sales in the European market and much of the activity will be focused on that direction as a complement to securing its domestic market. In addition to gaining increased distribution in traditional channels such as department stores, the company will seek ways to capture the potential of non-store retailing likely to...

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