

Koninklijke Sphinx BV in Home and Garden (Netherlands)

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Abstracts

Sphinx is set to continue consolidating its position as the main manufacturer of bathroom and sanitaryware in the Netherlands. The manufacturer develops and sell products which differentiate on quality with a strong emphasis on design. Due to the competition from private label, Sphinx is expected to invest in internet retailing platforms to complement its main presence in the traditional store-based channels. At the same time, brand awareness will be important for Sphinx in order that it can con...

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