

# Princess Household Appliances BV in Consumer Appliances (Netherlands)

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## Abstracts

Princess's strategy is to remain focused on distinctive marketing strategies and widening its product offer in small appliances, strengthening its position in Europe. The company specialises in value for money household and personal care appliances. Princess does not have its own production facility, but instead has ties with Asian manufacturers. By not investing in production facilities the company can remain flexible, as it can shift production from one country to another in order to remain...

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