

# RC Ritzenhoff Cristal BV in Home and Garden (Netherlands)

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## Abstracts

RC Ritzenhoff Cristal plans to continue to place a strong focus on innovative design features for its homewares products. Creative alliances with well-known artists and designers will remain at the centre of the company's strategic direction. In the Netherlands, RC Ritzenhoff Cristal also intends to continue to focus on the distribution of Australian dinnerware brand, Maxwell & Williams. Thus, the expansion of the distribution of Maxwell & Williams branded dinnerware will be at the forefront of...

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## Contents

Strategic Direction

Key Facts

Summary 1 RC Ritzenhoff Cristal BV: Key Facts

Competitive Positioning

Summary 2 RC Ritzenhoff Cristal BV: Competitive Position 2015

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