

Smaak Amsterdam BV in Personal Accessories (Netherlands)

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Abstracts

A main target for the firm in the coming years will be centred on increasing brand awareness and opening new flagship stores in large Dutch cities through franchising. Being a relatively new brand brings challenges but the company is committed to investing in marketing resources to reach more consumers with a range of quality, yet affordably-priced bags. In addition to expanding in its home market, Smaak Amsterdam sees growth opportunities through exports to other European countries.

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