

Timex Nederland BV in Personal Accessories (Netherlands)

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Date: October 2015

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: T160FF27C69EN

Abstracts

Timex is a strong watch brand in the US and other countries in the in Europe, but with a relatively low presence in the Netherlands. The manufacturer aims to increase its distribution during the forecast period by introducing more extensions targeting younger consumers and reaching agreements with retailers to expand its presence. The main idea is to position the Timex brand as a modern, high-quality range of products which are associated with active and adventure sports lifestyles, targeting...

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