

Van der Donk Sigaren BV in Luxury Goods (Netherlands)

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Abstracts

Van der Donk is poised to profit from the increased interest in handmade cigars in the Netherlands. The fact that it is a small Dutch brand is seen as an additional positive aspect upon which the firm will focus to expand its sales over the next five years. While Van der Donk cigars will not achieve widespread distribution, the company will seek to secure a solid niche positioning in its home market while looking to build sales in emerging markets in Asia and the Middle East.

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