

# VF (J) Nederland BV in Personal Accessories (Netherlands)

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## Abstracts

The main strategy for VF (J) Nederland BV is to continue consolidating its position as one of the leading manufacturers of bags and luggage in the Netherlands, focusing on innovation in luggage, backpacks, crossbody bags, duffel bags and other small bags with designs which meet the needs of busy urban lifestyles. The company's other strategy is to expand its operations in new geographical areas. The company markets its products as mid-priced items, targeting middle-income consumers.

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