VOORTMAN COOKIES (cont'd)

Contrary to the Americans, they won't buy something just because it is new.

Consumers in the UK market are much more aware of additives and preservatives than they are in the home market.

 Fluctuating and high import duties and levies do not leave much room for profits.

 They believe that their inability to attract the highest calibre people, due to being a new and unknown overseas company, slowed their initial growth.

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Fortunately for the company, topic resulted in a sumerceful to pitiate:

> ov the wrong beyens wate d of distribution is not in the UK.

differences betaven UK and

chosmed about possible datays to of the EEC.

me to decide. "Even it they like to see your face a tew timus, at decision."

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