

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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Link 1992 : the experience of
successful Canadian companies in
Europe

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