

# Graduation Assignment / Thesis Project at the Royal Dutch Mint



- Subject** : Positioning of the Royal Dutch Mint concerning circulation and commemorative coins for foreign central banks and governments
- Goal** : Analysis and advice on the competitiveness and strategic positioning of the Royal Dutch Mint on the international market of minting
- Period** : 10 – 16 weeks
- Candidates** : Students of Business Administration, (International) Economics and/or Marketing

**The Royal Dutch Mint has produced the Dutch circulation coins in the current premises since 1911. In 1994 the Mint was restructured in an independent venture with the Ministry of Finance as the sole shareholder. The Royal Dutch Mint takes a major position in the international market for both circulation and commemorative coins. We are internationally recognized as one of the world leaders in both design and quality.**

## Assignment

More than 80% of the volume of our coin production is for foreign central banks and governments. We are represented strongly in Latin America, Africa and Europe; among our customers are Honduras, Nicaragua, Ruanda, Luxembourg, Malta and Cyprus. This international market is characterized by firm competition, low prices and small profits. Nevertheless the Royal Dutch Mint has managed to increase sales volumes, although other Mints are becoming increasingly successful in servicing the market.

The Royal Dutch Mint is looking for two students to make an accurate analysis of the positioning and conducted business models of some of the most successful competitive Mints in this tender market. Which elements in the analysed business models seem to make them successful and which threats and opportunities can be recognized. Your research will result in a comprehensive and useful advice how to position the Royal Dutch Mint.

## Place in the organization

You will report directly to the Management Team. Your company supervisor will be the Manager Marketing and Sales (René van Dijk). For this research several sources of information are available. Consider websites of the different Mints, interviews, reports and professional literature. Your report and advice will be presented to the Management Team.

For further information please contact Jeroen Cats (P&O – 030-2910445) or Rene van Dijk (Manager Marketing & Sales – 030-2910485) or send your email to [jeroen.cats@coins.nl](mailto:jeroen.cats@coins.nl).

