

Al Shula General Trading Co LLC in Toys and Games (United Arab Emirates)

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Abstracts

The company's future strategy is mainly to grow organically through pushing its brands through various retail channels, such as the Middle East's Duty Free, to key toy stores such as Hamley's, The Toy Store and Toys "R" Us, and hypermarkets such as Carrefour, ensuring in-store visibility and attractive displays. It also promotes brands through organised activities and events in shopping malls, schools and charitable causes. Print and TV advertisements are carried out in accordance with the toy...

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