

Associated Retailers (NZ) Ltd in Retailing (New Zealand)

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Abstracts

Associated Retailers (NZ) is expected to continue to remain a major player in traditional toys and games stores in the forecast period, with Toyworld being the only significant chain in this channel. However, the company is expected to further reduce its store network in the forecast period. The company is likely to focus on operating a smaller number of large and successful stores and to position these as ideal for family days out.

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