

Bandai Co Ltd in Toys and Games (Japan)

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Abstracts

Early 2016 saw Bandai Co implement Next Stage, the medium-term business strategy of its parent company Bandai Namco Group, which is set to be in place until 2018. This new business strategy involves the overall Bandai Namco group strengthening its sales by utilising its own intellectual property such as Masked Rider, Gundam and the recently launched Yo-Kai Watch. The financial objectives of Next Stage include generating JPY600 billion in annual net sales, annual net profits of JPY60 billion and...

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