

BANDAI NAMCO Group in Toys and Games (Canada)

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Abstracts

The Canadian operations of Bandai America focus heavily on the marketing and sales of Japanese toys and media franchises. With brands such as Power Rangers, Ben 10 and Tamagotchi all having experienced successful launches in Canada, Bandai America has a strong track record of marketing toy products in the country. Bandai America also looks to leverage its successful track record in sales to older children and teens through the launch of new toys from Japan. Finally, Bandai America works to...

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