

# **BANDAI NAMCO Group in Toys and Games (Indonesia)**

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Date: September 2015

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: B94935F9BA7EN

## **Abstracts**

Riding on the success of previous toys and games characters launched in Indonesia, BANDAI NAMCO Group is focused on strengthening its existing product lines and delivering a better service to consumers in the country. In October 2014, the company set up a sales representative office, BANDAI NAMCO Indonesia PT, in Jakarta. This signalled that BANDAI NAMCO considers the country to have sales growth potential for toys and hobby products, which is one of the core businesses of the company.

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## Contents

Strategic Direction

Key Facts

Summary 1 BANDAI NAMCO Group: Key Facts

Competitive Positioning

Summary 2 BANDAI NAMCO Group: Competitive Position 2014

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