

Barnens Hus Sverige AB in Toys and Games (Sweden)

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Abstracts

Barnens Hus, which is owned by Rexinus AB, aims to retain its strong position by developing strategies and leveraging resources in its operating markets. In 2011, the company announced a merger with the retail chain Babyland. The strategic merger with Babyland paid-off for Barnens Hus, as it reported an increase in company share in baby products, such as strollers, car seats and beds. In 2012, the player intends to increase its social media presence via Facebook, Twitter and Google Plus and...

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