

Beijing Aierma Toys Co Ltd in Toys and Games (China)

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Abstracts

Historically originated in north China, especially Beijing, Aierma intends to extend its franchise stores and outlets to other areas, first to the large cities of nearby provinces, then to south China. Over the forecast period, Aierma also plans to enrich its goods categories, quantities and series. Another big move of Aierma is to construct several children's toy theme parks combined with their goods in order to increase sales.

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