

E-Mart Co Ltd in Toys and Games (South Korea)

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Abstracts

Toy World opened its first outlet in its E-Mart outlet in Daejeon in December 2011 and opened a second outlet in Tongyoung in April 2012. As Toy World outlets are performing well and consumer reaction is satisfactory, it is expected to expand to other E-Mart outlets in many cities. Since E-Mart is the largest hypermarket in South Korea with 153 outlets as of December 2011, when E-mart decides to gradually expand the Toy World brand through its retailing, there will be a huge impact on the...

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