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FAMOSA - Fábricas Agrupadas de Muñecas de Onil SA in Toys and Games (Spain)

https://marketpublishers.com/r/F12B3EDA160EN.html
Date: June 2017
Pages: 2
Price: US$ 150.00 (Single User License)
ID: F12B3EDA160EN

Abstracts

Famosa plans to invest in renewing its offer of toys in order to adapt to new consumers' demands. In particular, the company is betting on the development of brand awareness via the creation of online cartoon series, Mutant Busters and PINY, to support toys sales.

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