

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

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## 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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