

Funtastic Ltd in Toys and Games (Australia)

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Abstracts

The key priorities for Funtastic Ltd are to optimise performance of its brands such as Pillow Pets and Chill Factor by introducing new products in new geographic locations and building brand awareness. The company is also seeking to improve operating efficiency and improving on its brand building capabilities. This will help to create a stronger base for the growth of its brand over the long term. Funtastic Ltd is a Victoria-based company that is engaged in the manufacture and distribution of...

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