

Geobra Brandstätter GmbH & Co KG in Toys and Games (Germany)

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Abstracts

In order to create more potential for growth and to secure its leading position within action figures in German toys and games Geobra Brandstätter focuses on product innovation and new launches. In 2017 more than 160 new product introductions are planned including various lines of licensed toys. This is a novelty in itself as its very first licensed products were launched in late 2016. This allows the company to appeal to an even wider public and thus grow its potential consumer base.

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Contents

Strategic Direction

Key Facts

Summary 1 Geobra Brandstätter GmbH & Co KG: Key Facts

Summary 2 Geobra Brandstätter GmbH & Co KG: Operational Indicators

Competitive Positioning

Summary 3 Geobra Brandstätter GmbH & Co KG: Competitive Position 2016

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