

Gulliver SA Manufatura de Brinquedos in Toys and Games (Brazil)

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Abstracts

Among domestic toys and games companies, Gulliver stands out as the leading manufacturer of products for babies (0-18 months), lying behind only Mattel. Although the company had no previous history of manufacturing products in pre-school (3-4 years), in 2012 Gulliver began investing in toys and games designed specifically for this age group. The company claims that the shortening of the age group during which children play with traditional toys and games due to the increasingly early adoption...

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Contents

Strategic Direction

Key Facts

Summary 1 Gulliver SA Manufatura de Brinquedos: Key Facts

Summary 2 Gulliver SA Manufatura de Brinquedos: Operational Indicators

Company Background

Production

Summary 3 Gulliver SA Manufatura de Brinquedos: Production Statistics 2012

Competitive Positioning

Summary 4 Gulliver SA Manufatura de Brinquedos: Competitive Position 2012

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