

Hasbro France SA in Toys and Games (France)

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Abstracts

Over the forecast period, Hasbro will try to bolster its lead in traditional toys and games via the development of new products and sustained investment in promotional support for its existing brand ranges. Most notably, the company will focus on adding new licenced products to its portfolio in an effort to offset slowing demand for Beyblade, which was one of its biggest successes during the review period. The company also intends to launch the Furby brand in France in 2013.

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