

Hasbro Inc in Toys and Games (Indonesia)

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Date: October 2014

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: H63109763F5EN

Abstracts

Going into the forecast period, Hasbro Inc is expected to maintain its aggressive strategy to gain share from the market leader Mattel. In order to do this, Hasbro is likely to launch new brands in the future and invest in more licensing agreements that will make its offer more attractive to children. By targeting all demographics, the company is building its consumer base from a very young age and aims at accompanying both genders through the phases of childhood to teenage to adult life.

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