

Hasbro Italy Srl in Toys and Games (Italy)

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Abstracts

Hasbro's strategy aims at further developing its main brands in various categories. In addition, Hasbro intends to continue to identify new opportunities and trends in order to develop innovative products. Finally, the company is expected to sign new licensing agreements with the most important entertainment companies in a way to further enlarge its product portfolios and attract additional consumers in Italy. Hasbro aims also at expanding geographically, reaching new markets.

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