

Hasbro Poland Sp zoo in Toys and Games (Poland)

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Abstracts

Hasbro Poland Sp zoo is one of the biggest players in traditional toys and games in Poland. The company's strategy is mostly focused on maintaining its value share in traditional toys and games. Traditional distribution channels, such as traditional toys and games stores, supermarkets and hypermarkets are very well covered by Hasbro products, so further expansion may be difficult. In product development, Hasbro Poland Sp zoo follows decisions and innovations developed at the company's...

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