

Holding dei Giochi SpA in Toys and Games (Italy)

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Date: June 2017

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: H12A1F282BCEN

Abstracts

In 1999, Holding dei Giochi SpA opened the first warehouses specialising in toys and games in Italy. The generally large floorspace of its sales points and the very broad assortment of products available has been a consistent characteristic of the company and an overriding reason for its success. The group operates together with Artsana group as a retailer for toys and games in Italy through the brand Toys Center, as well as the Giocheria and Amico Giò fascias, meaning that it operates three of...

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