

Hunter Products Ltd in Toys and Games (Australia)

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Abstracts

Hunter Products' strategy involves the constant sourcing of successful intellectual property rights for application in the Australian market. The company aims to establish new alliances with overseas partners and to maintain strong relationships with current partners. To build and support the growth of its brands, Hunter Products features its brands in media campaigns via TV, print and PR.

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Contents

Strategic Direction

Key Facts

Summary 1 Hunter Products Ltd: Key Facts

Company Background

Production

Competitive Positioning

Summary 2 Hunter Products Ltd: Competitive Position 2013

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