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# Idee + Spiel Fördergemeinschaft Spielwaren Facheinzelhandels GmbH & Co KG in Toys and Games (Germany)

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## Abstracts

Idee + Spiel maintains a strong position in the German traditional toys and games category. The company's strategic direction is expected to be based on local expansion by forming new partnerships with independent toys and games retail outlets. The company should gain from its innovative marketing despite the constant decline in birth rate over the forecast period. With new, innovative promotional activities and direct marketing campaigns, as well as comprehensive branding for Idee + Spiel, the...

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