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Kamal Osman Jamjoom Est in Toys and Games (United Arab Emirates)

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Date: November 2013
Pages: 2
Price: US$ 150.00 (Single User License)
ID: KDF0D06B8B3EN

Abstracts

The company's main goal is to become the most important retailer for educational and mind-stimulating games which can help children develop their creativity and learn about the outside world. To do this the company not only distributes popular toys and games brands but also its own label. The retailer's strategy is to further invest in the development and production of ELC toys which are fun to play with and which children can learn from in an attempt to become a point of reference for toys...

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