

# Kiddy Land Co Ltd in Toys and Games (Japan)

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## Abstracts

Kiddy Land Co is one of the leading players within traditional toys and games. The company aims to maintain stable growth and remain a strong presence in toys and games by increasing the number of its outlets. The company plans to open ten more stores by 2015. The company will expand both its core brand Kiddy Land toy stores as well as character-specialty toy stores, such as Snoopy Town Shop and Rilakkuma. Due to the lower birth rate and a declining population in Japan, the company is aiming to...

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