

LAJ Marketing Philippines Inc in Toys and Games (Philippines)

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Abstracts

LAJ Marketing Philippines Inc is the exclusive distributor of Lego construction toys in the Philippines. In 2015, it opened the first official LEGO Certified Store in Manila. Going forward, the company plans to open new stores in other parts of the Philippines. The expansion is part of the company's plan to foster brand equity of Lego, on top of its active participation in event sponsorship.

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