

Lego Hong Kong Ltd in Toys and Games (Taiwan)

https://marketpublishers.com/r/LB027F150ACEN.html Date: April 2014 Pages: 2 Price: US\$ 150.00 (Single User License) ID: LB027F150ACEN

Abstracts

With its long-lasting brand image, Lego Hong Kong Ltd will keep introducing new products in traditional toys and games in Taiwan. The strength of LEGO Group in product innovation and brand development will continually help its Taiwanese operations to maintain its position as one of the leading players in construction toys in Taiwan.

Euromonitor International Local Company Profiles are a concise set of briefings detailing the strategic direction taken by a company. Discover key contact details, the company background and their competitive positioning through this collection of snapshot company profiles.

Product coverage: Traditional Toys and Games, Video Games.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Toys and Games market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.



Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.



Contents

Strategic Direction Key Facts Summary 1 Lego Hong Kong Ltd: Key Facts Company Background Production Competitive Positioning Summary 2 Lego Hong Kong Ltd: Competitive Position 2012



I would like to order

Product name: Lego Hong Kong Ltd in Toys and Games (Taiwan) Product link: https://marketpublishers.com/r/LB027F150ACEN.html Price: US\$ 150.00 (Single User License / Electronic Delivery) If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <u>https://marketpublishers.com/r/LB027F150ACEN.html</u>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name: Last name: Email: Company: Address: City: Zip code: Country: Tel: Fax: Your message:

**All fields are required

Custumer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <u>https://marketpublishers.com/docs/terms.html</u>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970