

LEGO Trading (Beijing) Co Ltd in Toys and Games (China)

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Abstracts

LEGO's key strategic direction is to cultivate the core values of Lego construction toys in the local market. Efforts in terms of geographic expansion, distributional channel extension, product localisation and product research and development will be in place to support the company's ambition to prevail in the Chinese market. In particular, LEGO will further penetrate second- and third-tier cities and improve its distributional channels to cover more department stores. Training sessions...

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