

# Liscianigiocchi Srl in Toys and Games (Italy)

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## Abstracts

In 2013, Liscianigiocchi will be looking to improve product innovation, development and quality in order to face the economic crisis and perform positively. At the same time, the company is looking to invest in newer marketing activities, alongside traditional advertising, in order to communicate better with its customers.

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## Contents

Strategic Direction

Key Facts

Summary 1 Maxi Zoo Italia Spa: Key Facts

Summary 2 Maxi Zoo Italia Spa: Operational Indicators

Internet Strategy

Company Background

Private Label

Summary 3 Maxi Zoo Italia Spa: Private Label Portfolio

Competitive Positioning

Summary 4 Maxi Zoo Italia SpA: Competitive Position 2012

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