

Mattel France SA in Toys and Games (France)

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Abstracts

Mattel aims to improve its position in traditional toys and games over the forecast period. The gap in value sales between Mattel and Hasbro France decreased once again in 2013. To reinforce its share, the company is expected to invest further in new products. It should also maintain its efforts in terms of advertising, in particular television advertising in the run-up to Christmas. Mattel is also expected to focus on the development of new licensed products based on popular films and...

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