

Mattel Indonesia PT in Toys and Games (Indonesia)

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Abstracts

Going into the forecast period, Mattel Indonesia PT is expected to retain its leading position in Indonesian toys and games. Indeed, Mattel will attempt to strengthen its competitive position in traditional toys and games over the forecast period by developing new products and working to improve distribution and promotion of its established brands. In particular, the company will focus on the development of new licensed products based on popular movies and cartoons, especially in categories...

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