

Mega Brands Australia in Toys and Games (Australia)

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Abstracts

Mega Brands Australia's strategy involves actively innovating and focusing on new product developments, in order to drive interest and value growth in its toys and games offerings. The company invests 3-4% of annual sales in new product designs, engineering and development. Licensed products form a key part of the company's portfolio, featuring toys from Thomas & Friends and Hello Kitty. Growing licensed products in its portfolio is an integral part of its strategy.

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