

Micki Leksaker AB in Toys and Games (Sweden)

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Abstracts

Micki Leksaker will continue stick to it its original idea to manufacture traditional toys using natural materials, mostly wood. The company will put the focus on toys that are safe and educational. However, it aims to strengthen its strong emphasis on shape and design; therefore the firm is partnering leading designers to develop new products. This strategy has proven successful and collaboration with designers will remain an integrated part of the development process.

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Contents

Strategic Direction

Key Facts

Summary 1 Micki Leksaker AB: Key Facts

Summary 2 Micki Leksaker AB: Operational Indicators

Company Background

Production

Competitive Positioning

Summary 3 Micki Leksaker AB: Competitive Position 2012

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