

Mir Detstva OOO in Toys and Games (Russia)

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Abstracts

Mir Detstva is likely to continue to focus on offering a wide range of products targeting small children. The company is expected to prove successful thanks to its strongly educational and family-friendly positioning, with many of its toys being designed to encourage creativity among children. The company is expected to continue to update its range annually and will also benefit from continuing to build contacts with parents via competitions, with social media likely to become increasingly...

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