

Nordplast OOO in Toys and Games (Russia)

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Abstracts

Nordplast is expected to continue to benefit from its wide range, affordable prices and strong new product development in the forecast period. The company is also expected to benefit from a growing focus on licensed toys and is expected to seek new licenses throughout the forecast period. The company is however likely to suffer from a lack of advertising and may want to consider increasing its investment in social media advertising in order to reach out to consumers.

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