

PBKIDS Brinquedos Ltda in Toys and Games (Brazil)

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Abstracts

PBKIDS Brinquedos continued with the expansion of its store-based retail outlets through franchising. Such an expansion model has enabled the company to open several stores in the northeastern and northern regions of Brazil, such as Bahia, Ceará, Maranhão and Pará. As at the end of the review period, 30% of the company's stores followed this model. The company's strategy is also aligned with its major rival, Ri Happy, due to a partial merger. Despite the competition, both companies have differen...

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