

Rastar (Guangzhou) Ltd in Toys and Games (China)

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Abstracts

Over the forecast period, Rastar aims to strengthen its presence in radio/remote control toys, model vehicles and new ride-on vehicles by developing new products and increasing promotional support for its existing ranges. At the same time, the company will work to strengthen its distribution network, particularly in lower tier Chinese cities. Rastar also intends to sign agreements with leading oil companies in order to strengthen distribution of its model vehicles via petrol stations and...

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