

# Ri Happy Brinquedos S/A in Toys and Games (Brazil)

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## Abstracts

Ri Happy Brinquedos is one of the leading retailers of toys and games in Brazil. Despite the challenging economic situation, Ri Happy continued to increase its store footprint in the country, reaching 163 stores by the end of 2016. The company is expected to continue investing in new openings to increase its presence in Brazil, whilst continuing to implement cost-reduction efforts to improve the profitability of its business. Despite being highly dependent on store-based sales, Ri Happy is also...

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