

# RM Retail DMCC in Toys and Games (United Arab Emirates)

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## Abstracts

The Toy Store plans to expand its reach by opening more stores in the region and by direct market entry and international franchising. It plans to add two new stores which will be located in Qatar and London in the year 2015. Additionally, the stores promote the selling of toys and games through providing customers frequent demonstrations, competitions, live events, product launches, workshops, interactive entertainment activities and events that further focus on the children's and parent's...

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