

Sandgate International LLC in Toys and Games (United Arab Emirates)

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Abstracts

Sandgate International aims to grow its share organically by focusing on marketing the Hasbro brand that it sells and widening its distribution network across the country as well as abroad, including countries such as Qatar, Saudi Arabia and Kuwait. The company is in fact trying to develop its business outside the United Arab Emirates, focusing first on the Gulf Cooperation Council (GCC) members and secondly on the other Middle Eastern countries.

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