

Science4you SA in Toys and Games (Spain)

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Abstracts

Science4you aims to expand its distribution in Spain during 2015 in order to increase its sales. It plans to strengthen its presence within distribution groups and through Amazon in a bid to boost internet sales. With regards to manufacturing, the company's objective is to strengthen the relationship between traditional toys and digital technology through the launch of toys that combine the two aspects. An example of this is the Micro Dino line. Furthermore, it aims to expand its production of...

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