

# Simba-Dickie Group GmbH & Co KG in Toys and Games (Germany)

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## Abstracts

Simba-Dickie remained one of the key players in traditional toys and games in Germany in 2012, ranking fourth. The main strategic direction of the group is sustainable growth and ongoing expansion of its production facilities and brand portfolio. For example, Simba-Dickie acquired four new additional brands in 2011 and was able to achieve around an 8% increase in sales on the previous year.

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## Contents

Strategic Direction

Key Facts

Summary 1 Simba-Dickie Group GmbH & Co KG: Key Facts

Company Background

Production

Competitive Positioning

Summary 2 Simba-Dickie Group GmbH & Co KG: Competitive Position 2012

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