

SISO Toys South Africa (Pty) Ltd in Toys and Games (South Africa)

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Abstracts

SISO Toys South Africa (Pty) Ltd will continue to play a role in the traditional toys and games category in South Africa. The group is likely to continue to import branded goods to compete in the segments that they pay in. It is anticipated that the company will continue to invest its marketing and advertising efforts to further establish its position in the market.

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Contents

Strategic Direction

Key Facts

Summary 1 SISO Toys South Africa (Pty) Ltd: Key Facts

Company Background

Competitive Positioning

Summary 2 SISO Toys South Africa (Pty) Ltd: Competitive Position 2012

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