

Société International de Diffusion du Jouet SA in Toys and Games (France)

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Abstracts

SIDJ aims to further expand its number of stores in France and outer territories via franchising. The target is to have 15-20 more franchisees over 2016-2017. At store concept level, a greater focus will be set on improving indoor theatricalisation and a change of logo in order to renew its image. The company will also continue to implement drive-in services to a greater number of its franchised stores.

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