

Sonokong Co Ltd in Toys and Games (South Korea)

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Abstracts

The company entered into a strategic alliance with global toy leader Mattel Inc towards the end of 2016. While the collaboration is aimed at strengthening the company's capacity in the global market, it also expands the brand portfolio of Sonokong in the domestic market. With the agreement, Sonokong became the exclusive distributor for all of Mattel brands within South Korea for the initial contract period of two years.

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Contents

Strategic Direction

Key Facts

Summary 1 Sonokong Co Ltd: Key Facts

Summary 2 Sonokong Co Ltd: Operational Indicators

Competitive Positioning

Summary 3 Sonokong Co Ltd: Competitive Position 2016

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