

## SPM Sdn Bhd in Toys and Games (Malaysia)

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### Abstracts

SPM aims to maintain its leading position in games and puzzles through constant launches of new products. The company offers more than 60 games and puzzles, and is looking to include a wider variety of new products. The company also aims to have more licensed products - generating more licensing agreements is an advantageous move as SPM's competitors, including Hasbro and Mattel, are increasingly incorporating licenced characters into their games and puzzles products.

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## Contents

Strategic Direction

Key Facts

Summary 1 SPM Sdn Bhd: Key Facts

Company Background

Production

Competitive Positioning

Summary 2 SPM Sdn Bhd: Competitive Position 2013

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