

Square Enix Co Ltd in Toys and Games (Japan)

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Abstracts

Square Enix Co Ltd is one of the leading players in video game software in Japan and the company aims to achieve the leading position in the category. The company has also begun to focus more on digital gaming as the category continues to expand, with Square Enix now in a position to capitalise on growth in digital gaming.

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Contents

Strategic Direction

Key Facts

Summary 1 Square Enix Co Ltd: Key Facts

Summary 2 Square Enix Co Ltd: Operational Indicators

Company Background

Production

Competitive Positioning

Summary 3 Square Enix Co Ltd: Competitive Position 2013

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