

Stiga Sports AB in Toys and Games (Sweden)

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Abstracts

Stiga Sports primarily focuses on outdoor and sports toys; hence the strategy in 2012 continued to focus on developing high-quality outdoor and sports toys. Since the summer in 2012 was short-lived in Sweden, winter sports generated the highest sales for the company. Hence, it will continue to focus on products for the winter season, such as snow racers, snow runners, boards, sleds and microblades. However, a long summer is anticipated in 2013, which could allow Stiga Sports to boost its summer...

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