

Toys 'R' Us AG in Retailing (Switzerland)

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Abstracts

Toys 'R' Us is the leading player in traditional toys and games store in Switzerland. However, the company is facing difficult economic conditions in all of the countries in which it operates due to the rising power of e-commerce as a competing channel. As a result, the retailer is expected to harness its omni-channel retailing strategy over the forecast period, transforming its stores so they become an integral part of the shopping experience and are able to provide more fun and entertainment.

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