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Toys "R" Us AG in Toys and Games (Switzerland)

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Abstracts

Toys “R” Us is set to continue to focus primarily on offering a very large range of both branded and private label traditional toys and games at highly competitive prices. The company is expected to support its positioning through further outlet expansion over the forecast period. The company is likely to constantly improve its customer service, by offering a convenient and pleasant shopping experience, as well as developing its online presence and ordering facilities.

Euromonitor International Local Company Profiles are a concise set of briefings detailing the strategic direction taken by a company. Discover key contact details, the company background and their competitive positioning through this collection of snapshot company profiles.

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