

# Toys "R" Us (Australia) Pty Ltd in Toys and Games (Australia)

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## Abstracts

Not only facing strong competition from merchandisers such as K-Mart and Target, Toys "R" Us Australia Pty Ltd, is also threatened by the arrival of online retailer Amazon.com later this year. Toys "R" Us acknowledged that the company is falling behind in its e-commerce strategy, announced that it will be the focus moving forward, with the revamp of its websites and e-commerce strategy. Additionally, the company is constantly working to improve the product offerings through its private label pro...

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