

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

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## Abstracts

Toys "R" Us Australia Ltd is part of one of the world's largest toy retailers. As a specialist traditional toys and games retailer, the company's position was threatened by mass merchandisers such as Target, Big W and Kmart, internet businesses such as Amazon.com and department stores. This was further fuelled by the shift towards video gaming, which negatively impacted revenue growth of traditional toys. The company is improving its quality offering through private label and exclusively license...

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