

Toys "R" Us GmbH in Toys and Games (Germany)

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Abstracts

Toys "R" Us GmbH plans to support its competitive positioning through further outlet expansion over the forecast period. The company is currently in the process of looking for adequate outlet locations which have a size of 2,200-3,800 sq m, ample parking space and are located in towns and cities with more than 100,000 inhabitants. Existing outlets will furthermore receive a make-over that is designed to offer a fresher shopping experience which enables easy navigation around the outlet. Both...

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