

Toys "R" Us Handelsgesellschaft mbH in Retailing (Austria)

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Abstracts

After its recent new outlet openings during 2012, Toys "R" Us Handelsgesellschaft mbH is still looking to expand its outlet network in Austria. The company was searching for suitable locations of between 1,300 sq m and 1,600 sq m, which would make its new outlets considerably smaller than its existing Austrian outlets. Since 2010, the company's online store has been an integral part of its ongoing expansion strategy.

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