

# Toys 'R' Us Iberia SA in Retailing (Spain)

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Date: March 2013

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: T972B87A8C2EN

## Abstracts

Toys 'R' Us Iberia SA continues to pursue its strategy of expanding its network of outlets in Spain. The Spanish subsidiary of US-based Toys 'R' Us Inc follows the main points of its parent company's strategy such as the inclusion of Imaginarium products within its product mix.

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