

Toys 'R' Us Inc in Retailing (USA)

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Date: January 2016

Pages: 4

Price: US\$ 150.00 (Single User License)

ID: T77A2DA2CC2EN

Abstracts

Toys "R" Us is set to remain focused on its customers by offering a large selection of products and a pleasant shopping experience. Over the review period the company's strategy was to close underperforming stores and this is expected to continue. No changes are expected in terms of the retailer's target audience.

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