

Toys "R" Us Inc in Toys and Games (Canada)

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Abstracts

In the face of tough competition in the Canadian retail market, Toys "R" Us is focused on staying relevant and evolving with the changing shopping patterns of Canadians. Since entry in 1984, the company established an extensive network of outlets, providing for significant exposure to the country's population base. In addition to its strong retail network, Toys "R" Us also developed a loyal following of customers and a strong brand reputation within the toys and games market. To build on this po...

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