

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

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Abstracts

The company is placing strong focus on the development of its online shopping site and experience, increasing SKUs beyond what is available in its physical stores. In its physical stores, the retailer is seeking not only to provide a competitive product range, but also to build on service as well as maintaining competitive pricing. It is also expanding its business focus on video games, including video games hardware and software.

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