

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

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Abstracts

Toys “R” Us is the dominant player in the toys and games retail channel but the channel is in steady decline and shows no signs of a resurgence due to competition from internet retailing and general merchandise items that carry the top-selling toys and games. The company’s main strategy hinges on what it is calling its “Tru Transformation” strategy. In many ways this involves getting back to the basics of retail by reducing out of stocks, improving execution and stronger marketing campaigns.

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