

# Toys "R" Us - Japan Ltd in Toys and Games (Japan)

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### **Abstracts**

Toys "R" Us Japan is the largest toys and games specialist in the country. The company aims to diversify its distribution by increasing the number of Side-by-Side stores throughout Japan. Side-by-Side stores are Toys "R" Us outlets that include the section Babies "R" Us within the same location. At the Side-by-Side stores, parents and grandparents are able to shop for a wide range of goods for babies and children, including toys and games, clothing, school supplies, and childcare products. In...

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