

# Toys "R" Us (Shanghai) Inc in Toys and Games (China)

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## Abstracts

Toys "R" Us will follow the strategy of exploring consumption power in second and third tier cities by opening more new retail outlets. According to a company source, Toys "R" Us owned over 100 stores in 2016 nationwide and plans to keep expanding and bring its number of outlets to 200 within three years, with the company's sales being boosted by the government's two-child policy.

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## Contents

Strategic Direction

Key Facts

Summary 1 Toys 'R' Us (Shanghai) Inc: Key Facts

Summary 2 Toys 'R' Us (Shanghai) Inc: Operational Indicators

Company Background

Internet Strategy

Private Label

Summary 3 Toys 'R' Us (Shanghai) Inc: Private Label Portfolio

Competitive Positioning

Summary 4 Toys 'R' Us (Shanghai) Inc: Competitive Position 2016

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