

# Toys "R" Us Singapore Pte Ltd in Retailing (Singapore)

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## Abstracts

Toys "R" Us Singapore Pte Ltd moved into the suburban area of Singapore with its seventh and latest outlet at City Square Mall in the eastern part of Singapore. The company is expected to focus on developing its first side-by-side store concept, Babies "R" Us, launched alongside the new Toys "R" Us store, to tap into the young families residing in the north-eastern part of Singapore.

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