

Toys "R" Us Taiwan Ltd in Toys and Games (Taiwan)

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Abstracts

Toys 'R' Us Taiwan aims to enhance its sales performance via omni-channel retailing, instead of opening more brick-and-mortar stores due to the economic conditions in the market. The company has launched an official website, a Facebook fan club and mobile applications on iOS and Android platforms. In 2016, it revamped a Taipei outlet and moved a Taichung store to one with larger floor space. In March 2017, the firm also plans to move an outlet in Kaohsiung to a bigger space. Meanwhile, it expect...

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