

Toys Retailing (Thailand) Co Ltd in Toys and Games (Thailand)

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Abstracts

To ride the wave of Furby fever in Thailand, the company under the license from Hasbro Inc eyes the import of Furby Party Rocker to exclusively retail through its 11 outlets in Thailand. The popularity of Furby in Thailand is expected to generate incredible sales as the company can achieve Bt50 million during the four months sales of products. Toys “R” Us is impacted from the private imported products and/or replicas which can be purchased for up to 25% lower. However, the company viewed that...

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