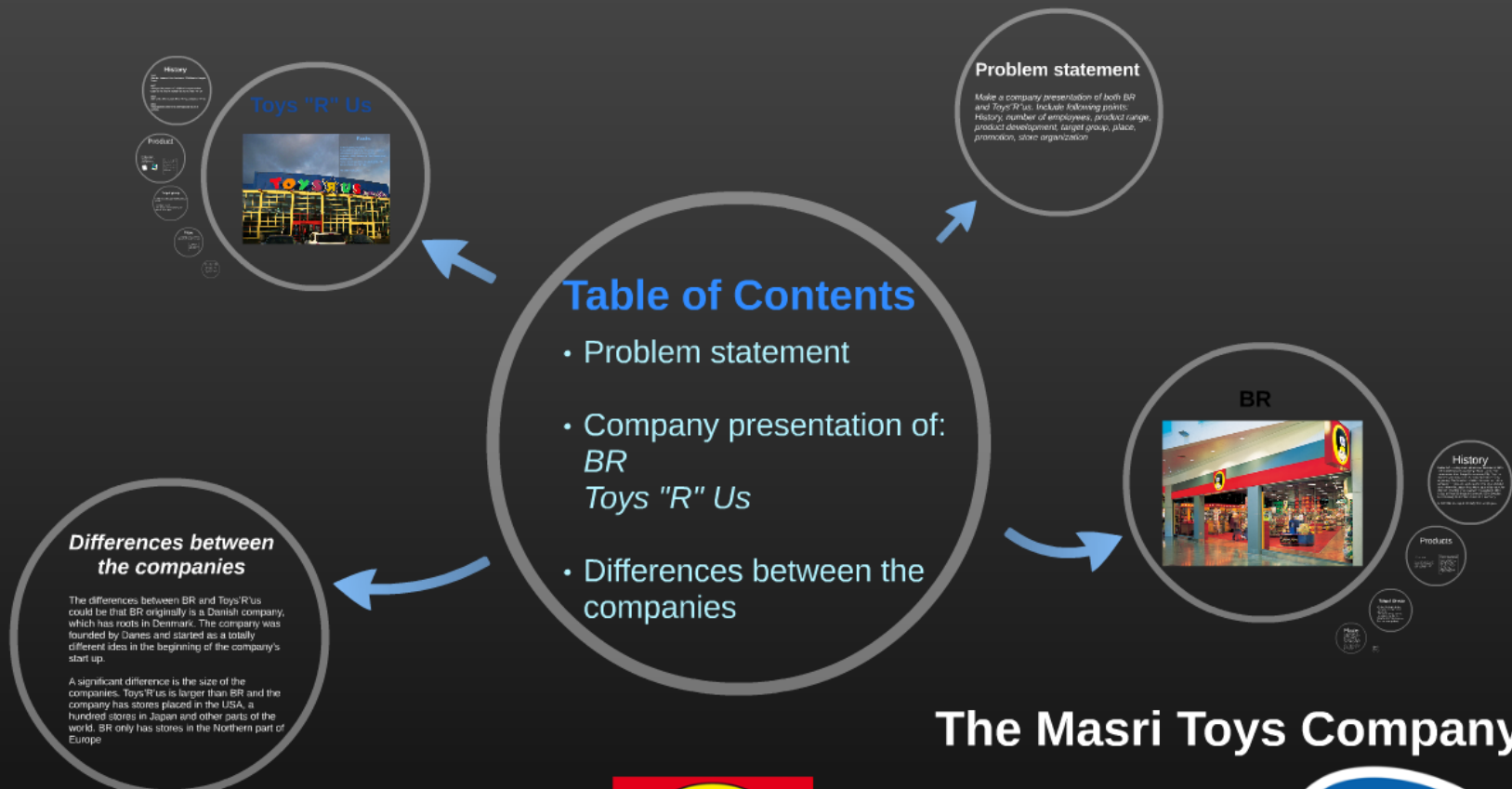


The Masri Toys Company



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Problem statement

Make a company presentation of both BR and Toys'R'Us. Include following points: History, number of employees, product range, product development, target group, place, premises, store organization

Table of Contents

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- Company presentation of: *BR* *Toys "R" Us*
- Differences between the companies

Differences between the companies

The differences between BR and Toys'R'Us could be that BR originally is a Danish company, which has roots in Denmark. The company was founded by Danes and started as a totally different idea in the beginning of the company's start up.

A significant difference is the size of the companies. Toys'R'Us is larger than BR and the company has stores placed in the USA, a hundred stores in Japan and other parts of the world. BR only has stores in the Northern part of Europe.

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Problem statement

*Make a company presentation of both BR and Toys”R”us. Include following points:
History, number of employees, product range,
product development, target group, place,
promotion, store organization*

BR



Fætter BR is a
in Roskilde by
name stems from
children were r
beginning. The
company in 19
to transform the
children. The fi
Today BR has
16 in Norway, .

In 2013 BR has

Products

Product range

Product development

Target Group

BR has two target groups.
The largest being children
ages 0-13.
The second being parents
and families (buying the
products and using them too,
Such as board games)