

Problem statement

Make a company presentation of both BR and Toys R'us. Include following points: History, number of employees, product rang product development, target group, place, proceding, view organization.

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



The Masri Toys Company





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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 omerence 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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BR



Fætter BR is a in Roskilde by name stems fro children were in beginning. The company in 19 to transform the children. The foday BR has 16 in Norway,

In 2013 BR ha

Products

Product ra

Purior IIII procedy ulters hap for all different ecopories. The controller a serticiony hope for used state in the plainty, cleans their attributions and controller total and orthisterial scales activities and other hope. In the local reply constructed development in association from previous. An exercise between the properties and properties development of the local properties of the local pr

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)