

Hasbro starts shipping from SA

Hasbro has announced that it has started shipping directly from its South Africa subsidiary. By directly supplying South Africa's leading toy retailers, the move underscores Hasbro's strategy to build a stronger presence in emerging markets and will allow the company to build deeper partnerships with existing and new retailers and consumers in SA.

Established in 1923, Hasbro is one of the world's largest toy, game and entertainment experience companies. Some of the company's best known brands include: My Little Pony, Nerf, Play-Doh, Monopoly, Magic: The Gathering, Lottlest Pet Shop, and Transformers. Partner licensed brands include Jurassic Park and Sesame Street. Additionally, Hasbro has a long relationship with The Walt Disney Company working on key entertainment properties, including: Star Wars, Marvel, Disney's Descendants, Disney Princess, Frozen and more.

In addition to manufacturing and supplying some of the world's best-known toys, board and card games, Hasbro and its licensees also offer brand-driven multi-platform gaming and digital experiences, television programming, motion pictures and lifestyle licensing products. By tapping into multiple consumer touch points, Hasbro can offer a complete experience to consumers.

Direct supplier

Previously, Hasbro's products were distributed in South Africa by Prima Toys. In line with the company's commitment to investing in emerging markets, Hasbro has now taken up the role of direct supplier servicing South Africa's Top 10 toy retailers ranging from toy specialists to mass retail giants.



Gavin Mansour

Gavin Mansour, Hasbro Business Development Manager SA, said: "We are excited about being able to realise fully Hasbro's offering in South Africa. Hasbro has a long and proud tradition of creating the world's best play experiences for children and families around the world. Through our entry to South Africa, we can now share this tradition by supplying more Hasbro brands and opening up opportunities for localisation."

Local trade and industry players can expect to benefit from Hasbro's entry to the market. Hasbro can now offer comprehensive services directly to customers backed by extensive marketing support and investment in brand building.

"Driving growth in emerging markets is a key priority for Hasbro," said Roger Balser Hasbro's GM Middle East, Africa &

Distributor Markets. "In South Africa, Hasbro aims to grow the business significantly over the next three years by investing heavily in Hasbro's local organisational structures and marketing, which should, in turn, grow the local branded toy market and Hasbro's market share."

Other steps Hasbro tends to implement include, amongst others, building its franchised and key partner brands with best-in-class execution, investing in its retail growth partners and ensuring engaging experiences at retail points.



Roger Balser

Hasbro's entry in South Africa enables the company to engage with key retail outlets servicing the toy industry directly. Specifically, Hasbro will supply Toys 'R' Us, Toy Kingdom, Toy Zone, Toy Adventure, Aladdin's, Lilliput Toys, and the recently launched Hamley's, Pick 'n Pay, Shoprite Checkers, Game, Makro and CNA. Notably, while Hasbro will service the big-name brand stores, Prima will continue to supply South Africa's smaller retailers, ensuring Hasbro brands will reach across South Africa.

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