

## Development of a CSR strategy for Toys R Us Germany



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***(Dr. Raven Ledner)***

## DEVELOPMENT OF A CSR STRATEGY FOR TOYS R US GERMANY



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GRIN Verlag GmbH Feb 2015, 2015. Taschenbuch. Book Condition: Neu. 210x148x1 mm. This item is printed on demand - Print on Demand Neuware - Seminar paper from the year 2014 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: 1,0, Friedrich-Alexander University Erlangen-Nuremberg, language: English, abstract: In 1948 the toy and baby products retailer Toys R Us, Inc., headquartered in Wayne, New Jersey, was founded. It offers a wide range of products, including toys, learning aids and children's apparel. Today the company employs 70,000 people in more than 1,700 stores in 37 countries. In Europe, Toys R Us, Inc., operates in Austria, France, Germany, Poland, Portugal, Spain, Switzerland and UK. In Germany, Toys R Us GmbH was established in 1986 and nowadays ranks with 66 stores, about 1,000 employees and a turnover of EUR 330 million among the biggest toy retailers. In 2014 Toys R Us, Inc., launched the strategy TRU Transformation to ensure growth and to better implement their mission, bringing joy into lives of their customers. The strategy includes three guiding principles (Easy, Expert and Fair): 'We will be the EASIEST place in the world to find solutions at FAIR prices for kids and babies because we are EXPERTS and understand the joys and challenges of parenting' (Toys'R'Us, Inc., 2014a). The focus of this paper lies on Toys R Us Germany operating in the retail sector. 20 pp. Englisch.



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