

Toys R Us SA expands into Botswana

South African retail chain, Toys R Us and Babies R Us SA, is expanding its African footprint with a new store opening in Botswana set for October.



The move comes shortly after the international brand, which traded independently from South Africa, [struggled with footprint](#) in the retail environment abroad. However, the South African company says it remains unaffected.

The Botswana store, which will be the company's first in the Southern African country, will be a combined Toys R Us and Babies R Us.

Natural brand progression

The first cross-border store opened in November 2014, when Namibia became the first African country, outside of South Africa, to offer customers the Toys R Us and Babies R Us experience. The brand has since enjoyed success, growing its presence in Zambia in March 2015, and now, in Gaborone, Botswana.

“Increasing our footprint into Africa allows us to extend our presence in the continent. We are looking forward to opening this fantastic new store and can’t wait to give our new Botswana customers access to our quality toy and baby products,” says Nicole Annells, marketing manager of Toys R Us and Babies R Us South Africa.

Annells said that expansion into Africa was a natural progression for the brand, and the company will continue to expand its presence within the continent, as well as contribute towards the creation of employment and the growth of the African economy.

The new store will be located at Shop 210, Airport Junction Shopping Centre, Gaborone, Botswana.

For more, visit: <https://www.bizcommunity.com>