



## Company Profile



## The Group

- Monument Toys is a leading retailer and distributor of more than 30 internationally recognized manufacturer like Mattel, Hasbro, Bandai, Playmobil...
- First established in Cambodia in July 2007, the company rapidly expanded and now has 12 stores in 3 countries, employing more than 74 national and international staff.
- In our stores we stock toys for all ages from newborns to adults and also educational toys.
- All our toys are made to international specifications and comply with world-wide safety standards.
- Monument Toys has differentiated itself from competitors by represented only branded toys, manufactured to an internationally accredited safety standard. This is a premium market segment which is developing and expanding in South East Asia as average incomes rises and wider cultural influences become more pervasive.

### Timeline

<b>2007</b>	-Establishment of the Company Monument Toys in Cambodia - July 2007, launch of the first toy store in Phnom Penh (Cambodia) on the famous street of Norodom.
<b>2008</b>	-Launched new store in Siem Reap (Cambodia) -Launched new store in Vientiane (Laos).
<b>2009</b>	-Launched new store in Yangon (Myanmar) -Launched new store in Mandalay (Myanmar)
<b>2010</b>	-Launched a new store in Pakse (Laos) -Increase the surface up to 400m <sup>3</sup> and redecorate the store of Phnom Penh
<b>2011</b>	-Will launch a new store in Sovanna department store (Cambodia) -Will launch a new store in Hanoi (Vietnam)
<b>2012</b>	- Start the distribution in Caltex gas station, toys shop, mini mart, with a total of 26 outlets (Cambodia)

# MONUMENT TOYS

## Partners

Solicited by world class manufacturers, Monument Toys represents companies selected for the quality and reliability of their toys.

In Cambodia, Laos and Myanmar, we are exclusive agent of many worldwide leading toys and games companies.



## Events

More than merely just being a toy distributor, Monument Toys is a partner in developing and creating events on a long-term basis with the guarantee of a performing quality:

- Story telling
- Magic show
- Face Painting
- Live Concert
- Origami
- Hot Wheels car races
- *and many more....*

## Contact

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For any further enquiry, feel free to contact one of our friendly teams:

### **Cambodia**

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#### Head Office

General Manager:

[gm@monument-toys.com](mailto:gm@monument-toys.com)

Assistant GM:

[agm@monument-toys.com](mailto:agm@monument-toys.com)

#### Store

111 street Norodom

Phnom Penh

T +855 (0) 23 217 617

### **Myanmar**

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#### Yangon Store

Manager:

[mbookstoys@gmail.com](mailto:mbookstoys@gmail.com)

No.150, Dhamazaydi Road, Bahan Township, Yangon

Tel or Fax: (95 1) 536 306

#### Mandalay Store

Manager:

[mbookstoys@gmail.com](mailto:mbookstoys@gmail.com)

No. 45/B, Corner of 26th & 68th Street

Chanayethazan Township, Mandalay

Tel or Fax: (95 2) 661 97

### **LAOS**

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#### Vientiane Store

General Manager:

[gm.laos@monument-books.com](mailto:gm.laos@monument-books.com)

124/1 Nokeokumman Rd

Setthathirath rd, wat simuang

Vientiane, Laos PDR

Tel: (+856 21) 252 100

Fax: (+856 21) 252 101

#### Pakse Store

[www.monument-toys.com](http://www.monument-toys.com)