

Mattel design,  
manufacture and  
marketing of toys,  
games,



Mattel Inc. (MAT)The Mattel Company, best known for its Barbie dolls, is the world's largest toy maker. In March 1997, it acquired Tyco toys the third largest U. S.-based toy maker.

Its product lines include Fisher-Price and Sesame Street preschool items, Disney-related products and Hot Wheel miniature vehicles. The type of industry Mattel is located under, is dolls and stuffed toys, although they have other types of products such as Hot Wheels. This company is under monopolistic competition. They sell their products in many stores, such as Toys R Us, KB Toys, K-Mart, Walmart, and others. Some of Mattel's competitors include Marvel Enterprises Inc. and Hasbro Inc. Marvel Enterprises (formerly Toy Biz) publishes comics based on more than 3, 500 characters including Spider-Man, The Incredible Hulk, and the X-Men. The company, North America's top comic publisher through its Marvel Entertainment subsidiary, also makes action figures, games, and puzzles based primarily on its Marvel characters.

Hasbro is a worldwide leader in the design, manufacture and marketing of toys, games, interactive software, puzzles and infant products. Included in its offerings are games, traditional board and card, hand-held electronic and interactive CD-ROM, and puzzles, preschool, boys' action and girls' toys, dolls, plush products and infant products. The company's business activities include many things. The standards address a wide spectrum of issues, ranging from on-the-job concerns, such as factory lighting, air quality and health care facilities, to acceptable parameters for dormitories and recommendations for recreational programs. They serve as the principles by

which Mattel's internal and independent monitoring programs are measured around the world.

While the development of a code of conduct/manufacturing principles is essential to success, enforcement of the code is equally as important. Mattel has initiated an extensive three-stage auditing process, which is overseen by an independent monitoring council, to thoroughly inspect both the company's owned-and-operated facilities around the world, as well as those of all core contractors. If a contractor facility is either unable or unwilling to work with Mattel in order to meet and maintain its standards, however, Mattel will discontinue the working relationship. I think that the stock price rose due to the company flourishing. Mattel has many extraordinary products that have been around for years, and many more to come. This company seems very stable.

They keep their customers happy and keep them coming back for more. Now that the holidays are coming near, I predict that the company will do very well and the stock will go up once again. The article " Mattel Appoints Two New Members of Senior Management Team" introduces the two new members, Bryan G. Stockton and Thomas A. Debrowski. Stockton has been named executive vice president of business planning and development. Robert A.

Eckert, chairman and chief executive officer of Mattel, Inc. believes that Stockton will, " provide Mattel with the clear, strategic thought required as we refocus on generating sustainable, profitable growth for Mattel" Bryan Stockton formerly served as president and chief executive officer at Basic

vegetable Products. In his new position at Mattel, his primary responsibility is to identify and develop synergies throughout all cross-functional departments in order to support Mattel as a whole. More elements of his function are the management of the company's strategic planning, as well as supervising all merger and acquisition activity. Debrowski is appointed to executive vice president of worldwide operations. Eckert believes, " Tom will utilize his proficiencies in operations and manufacturing to ensure better management of the all-important supply chain.

" Debrowski was formerly the vice president and director of grocery operations for Kraft USA. At Mattel, Tom will be responsible for all worldwide manufacturing and distribution activities and eventually, he will be responsible for the entire supply chain. In the article " Barbie Magic Genie Adventure for Game Boy Color Flies into Retail Stores Nationwide; Mattel Media Introduces New BARBIE Adventure Game for Girls On-the-Go", Mattel Media announced today, November 1, 2000, that Barbie Magic Genie Adventure for Game Boy Color was shipped into retail stores nationwide. It is available for a suggested retail price of \$29. 99.

In this game, girls lead BARBIE Genie on an adventure to search for missing genie lamps stolen by Evil Sultan Kardal. Throughout the game, players help BARBIE Genie find the missing lamps to defeat