

A101 Yeni Magazacilik AS in Retailing (Turkey)

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Abstracts

A101 Yeni Magazacilik aims to follow the example of its German peers, Aldi and Lidl, and invest in organic food products. With this investment, the company wants to offer healthy foods at low prices, and differs from its rivals in this respect. A101 also aims to grow both organically and inorganically, by opening new outlets and acquiring other retailers.

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