

Aydin Saat Ith Ve Tic AS in Personal Accessories (Turkey)

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Abstracts

Aydin Saat is expected to give stronger emphasis to the marketing of its brands, particularly its major brand Seiko. The company is also set to focus on developing its website, as this is an important channel for customers' purchasing decisions.

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Contents

AYDIN SAAT ITH VE TIC AS IN PERSONAL ACCESSORIES (TURKEY)

Strategic Direction

Key Facts

Summary 1 Aydin Saat Ith Ve Tic AS: Key Facts

Summary 2 Aydin Saat Ith Ve Tic AS: Operational Indicators

Competitive Positioning

Summary 3 Aydin Saat Ith Ve Tic AS: Competitive Position 2015

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