

BBA Beymen Bogazici Alboy Magazacilik Tekstil San ve Tic AS in Luxury Goods (Turkey)

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Abstracts

The company recently opened a new store in Emaar Square, which opened at the end of September 2016. In addition, the company is set to replace its Beymen Akmerkez store with Wepublic, a new concept department store which will sell both luxury brands in Beymen and mid-priced Boyner brands. Beymen also plans to increase its internet sales and it has set the target of e-commerce accounting for 15% of its overall turnover by the end of the forecast period through TRY6 million in investment by the...

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Contents

Strategic Direction

Key Facts

Summary 1 BBA Beymen Bogazici Alboy Magazacilik Tekstil San ve Tic AS: Key Facts

Summary 2 BBA Beymen Bogazici Alboy Magazacilik Tekstil San ve Tic AS: Operational Indicators

Internet Strategy

Summary 3 BBA Beymen Bogazici Alboy Magazacilik Tekstil San ve Tic AS: Internet Sales 2015-2016

Competitive Positioning

Summary 4 BBA Beymen Bogazici Alboy Magazacilik Tekstil San ve Tic AS: Luxury Goods Brands by Category 2016

Summary 5 BBA Beymen Bogazici Alboy Magazacilik Tekstil San ve Tic AS: Competitive Position 2016

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