

# BIM Birlesik Magazacilik AS in Retailing (Turkey)

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## Abstracts

As Turkey's leading grocery retailer, BIM Birlesik Magazacilik AS aims to extend its network of outlets to further penetrate the country's small cities. The company aims to open around 500 outlets during 2015 and it continues to target middle-income and low-income consumers with its low-cost business model, which enables it to offer high-quality products at very competitive prices. The company also aims to diversify its outlet formats in order to target middle-income and high-income consumers,...

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