

# Boyner Buyuk Magazacilik AS in Luxury Goods (Turkey)

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## Abstracts

Boyner Buyuk Magazacilik plans to continue to focus on outlet volume expansion during the forecast period. The company plans to offer two new store concepts focusing on smaller outlets selling shoes, handbags and accessories. These outlets will be offered in 150 sq. m formats or 300 sq. m formats. The company will also continue to open larger outlets, however, with its largest store covering 9,200 sq. m set to open in Zorlu Shopping Mall in 2013. This outlet will offer a wide range of products...

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