

# Boyner Buyuk Magazacilik AS in Retailing (Turkey)

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## Abstracts

Boyner Buyuk Magazacilik aims to diversify its outlet formats within mixed retailers and extend its outlet penetration. The company also aims to further integrate its store-based retailing operations with its online operations to further improve its performance.

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## Contents

Strategic Direction

Company Background

Digital Strategy

Summary 1 Boyner Buyuk Magazacilik AS: Share of Sales Generated by Internet Retailing 2014-2016

Competitive Positioning

Summary 2 Boyner Buyuk Magazacilik AS: Competitive Position 2016

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