

Boytas Mobilya Sanayi ve Ticaret AS in Home and Garden (Turkey)

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Abstracts

Boytas Mobilya Sanayi ve Ticaret AS has identified the targets of boosting its sales, continuing to lead home furnishings in Turkey and becoming an important player across Turkey and surrounding countries. For this purpose, the company invested substantial amounts in expanding its retail network through the opening of new stores exclusively for its Bellona, Istikbal and Mondi brands throughout the review period.

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