

Carrefour SA Carrefour Sabançi Ticaret Merkezi AS in Retailing (Turkey)

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Abstracts

The company aims to increase its value sales both through organic growth with new outlet openings and improved services and through inorganic growth by acquiring the outlets of other grocery retailers. Carrefour SA aims to become a global brand in terms of services without ignoring local tastes and customer preferences. In 2015, the company planned to open 200 new outlets in Turkey. The company aims to target customers from different socioeconomic levels with its different outlet formats.

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