

Cay Isletmeleri Genel Müdürlüğü in Soft Drinks (Turkey)

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Abstracts

Cay Isletmeleri Genel Müdürlüğü (CAYKUR) is a very well established and recognised company due to its leading position in tea, thus benefits from its good reputation in its activities in RTD tea under soft drinks, too. The company aspires to gain a higher share in RTD tea in the forecast period. To this end, it invests in advertising campaigns and marketing activities in order to keep consumers well informed about its products. The company will also expand in the field of organic and white tea...

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