

Dagi Giyim Sanayi Ve Tic AS in Apparel (Turkey)

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Abstracts

The company aims to increase its number of outlets under the Dagi brand, in order to increase its geographical coverage, particularly focusing on shopping malls to reach its target consumers. The Eros brand is also endorsed to target younger consumers. Although there was no change in the company's marketing strategy, its sales dropped by 10% in value terms mostly as a result of the shift towards discount sales.

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