

# Derindere Turizm Otomotiv San Tic AS in Travel and Tourism (Turkey)

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## Abstracts

The company tries to strengthen its position by enlarging its fleet of cars, and focusing business-to-business sales for long-term rentals instead of daily rentals. The company tries to beat the competition by introducing its own breed of electric powered cars at reasonable prices.

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## Contents

Strategic Direction

Key Facts

Summary 1 Derindere Turizm Otomoriv San Tic AS: Key Facts

Summary 2 Derindere Turizm Otomoriv San Tic AS: Operational Indicators

Company Background

Competitive Positioning

Summary 3 Derindere Turizm Otomoriv San Tic AS: Competitive Position 2012

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