

Desa Deri San ve Tic AS in Personal Accessories (Turkey)

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Abstracts

Over the forecast period Desa Deri is expected to concentrate on maintaining its leading position within bags and luggage through investing in brand recognition. In 2016, Samsonite announced that its sophisticated beacon device Track & Go, which can be built into Samsonite suitcases allowing a case to be easily and privately tracked by its owner, is expected to be available in Turkey in 2017. Track & Go might be extended to a broader range of business and travel bags over the forecast period. In...

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