

Dogtas Mobilya AS in Home and Garden (Turkey)

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Abstracts

In 2013, Dogtas Mobilya had US\$5 million budget for research and development and design. The company also announced that it will increase its marketing budget in 2013. The company's new target group is B and C1 while they used to sell only to C2 and D. The new strategy is to expand the consumer group rather than just concentrating on expensive products. As part of this strategy Dogtas will increase the number of exclusive stores in order to reach its target over review period...

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