

# Duran Gida Maddeleri Ticaret Sanayi Ltd Sti in Consumer Foodservice (Turkey)

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## Abstracts

2012 was a positive year for Duran Gida as it opened a new outlet and managed to increase its sales during the year, following a number of years where the company struggled as the poor economic conditions limited consumer purchases. With improved conditions, the company aims to continue expanding to reach 20 outlets over the forecast period through franchising agreements.

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