

Eren Holding AS in Luxury Goods (Turkey)

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Abstracts

Eren Holding plans to invest heavily in outlet volume expansion during the forecast period, for example planning to double its outlet volume for the Lacoste brand by 2014. The company is also expected to invest heavily in developing its internet retailing site at the start of the forecast period, with this site likely to offer a wider range of products and brands as a result. The company is particularly keen to develop its internet retailing operations due to many of its brands seeing an...

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