

Ersa Ithalat ve Ticaret AS in Personal Accessories (Turkey)

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Abstracts

Ersa Ithalat is expected to continue focusing on strong marketing campaigns for its various brands. The company believes that internet retailing will become an increasingly important retail distribution channel for its products over the forecast period and for this reason it is set to continue focusing on its online sales rather opening its more store-based retail outlets. Famous Turkish singer Hayko Cepkin was recently announced as the local face of the Casio G-Shock brand. Hayko Cepkin is...

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