

Eti Gida Sanayii ve Ticaret AS in Packaged Food (Turkey)

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Abstracts

Eti Gida Sanayii ve Ticaret's primary aim is to increase its retail value share in biscuits and chocolate confectionery in order to preserve its leading position in packaged/industrial cakes which it regained from Yildiz Holding in 2010. The company is expected to invest in the development of more sophisticated products and in effective advertising campaigns to achieve its main aims. In line with these ambitions, the company launched various new products over 2011 and 2012, including Eti Canga,...

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Contents

Strategic Direction

Key Facts

Summary 1 Eti Gida Sanayii ve Ticaret AS: Key Facts

Summary 2 Eti Gida Sanayii ve Ticaret AS: Operational Indicators

Company Background

Production

Competitive Positioning

Summary 3 Eti Gida Sanayii ve Ticaret AS: Competitive Position 2012

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