

Gulyilmazlar Tekstil Sanayi Ticaret AS in Apparel (Turkey)

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Abstracts

The company considers taking over an existing brand in order to expand its customer base, and increase its revenues and profits. It successfully navigated its way through the recession and increased both its revenue and market share. In 2012, despite an increase in sales, its share of apparel remained steady when compared to 2011.

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