

Koçtas Yapi Marketleri Ticaret AS in Home and Garden (Turkey)

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Abstracts

The company aims to reach a higher number of consumers and increase its actual sales in order to retain its strength in home improvement and gardening retailing. To this purpose, the company introduced its new store format named Koçtas Fix, which has limited selling space and is located in the heart of residential areas, as an alternative to its larger stores located on the outskirts of cities.

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