

Kosan Kozmetik Sanayi AS in Beauty and Personal Care (Turkey)

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Abstracts

The aim of Kosan Kozmetik Sanayi is to expand its presence in Turkey through increasing its number of outlets. Having concentrated its new store launches predominantly in Istanbul and the west coast cities of Turkey in the earlier years of the review period, the company has shifted its focus towards opening new stores in tourist hotspots that lie in the southern cities of Asia Minor.

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