

Leroy Merlin Türkiye AS in Retailing (Turkey)

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Abstracts

As it currently only has two outlets in Turkey, Leroy Merlin Türkiye aims to increase the number of outlets and reach more customers. The company is planning to focus on large cities such as Istanbul and Izmir.

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Contents

Strategic Direction

Key Facts

Summary 1 Leroy Merlin Türkiye AS: Key Facts

Summary 2 Leroy Merlin Türkiye AS: Operational Indicators

Internet Strategy

Company Background

Private Label

Summary 3 Leroy Merlin Türkiye AS: Private Label Portfolio

Competitive Positioning

Summary 4 Leroy Merlin Türkiye AS: Competitive Position 2012

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