

Matras Deri Mamüleri San ve Tic AS in Personal Accessories (Turkey)

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Date: July 2016

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: M93AB526364EN

Abstracts

Matras Deri's strategy for the forecast period is to focus on the production of high-quality leather products. In terms of outlet expansion, the company will remain conservative in the choice of locations. Matras Deri prefers shopping centres as locations for its outlets; however, it selects the shopping centres carefully. Rather than opening many outlets, the company focuses on preserving its outlets and opening a limited number of outlets only in profitable locations. However, the company aims...

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