

Mavi Giyim Sanayi ve Ticaret AS in Apparel (Turkey)

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Abstracts

As the owner of the world famous Mavi brand, the company aims to increase its value to become a billion Turkish Lira company by 2017. The company tries to increase its sales to its loyal customers to generate extra revenues. Its retail expansion both in terms of total retail area and number of outlets helped the company to increase its sales revenues and market share. Its sales increased further with the ending of the recession, due to growing consumer optimism and the shift of consumer...

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