

Mey İçki San ve Tic AS in Alcoholic Drinks (Turkey)

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Abstracts

Mey İçki San ve Tic led spirits in 2016 and was ranked third within wine. The company strives to preserve its position as one of the leaders within the Turkish alcoholic drinks market, although it faces challenges from both local and multinational brands. In order to strengthen its position within the market, Mey İçki San ve Tic is increasing its investment in marketing campaigns, focusing on both its local and imported brands.

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Contents

Strategic Direction

Key Facts

Summary 1 Mey İçki San ve Tic AS: Key Facts

Competitive Positioning

Summary 2 Mey İçki San ve Tic AS: Competitive Position 2016

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