

Migros Tic AS in Packaged Food (Turkey)

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Abstracts

In 2017, Migros Tic continued to expand in Turkey through opening an increasing number of retail outlets and deepening its penetration of the country. Until 2016, the company's strategy was to concentrate on opening outlets with smaller selling areas, such as M-Jet convenience stores, and supermarkets, such as M Migros, rather than large hypermarkets and supermarkets, to take advantage of the recent trend towards convenience within grocery retailing; however, in June 2016, the company acquired t...

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