

# Migros Tic AS in Retailing (Turkey)

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Date: December 2016

Pages: 3

Price: US\$ 150.00 (Single User License)

ID: M082DA96AFEEN

## Abstracts

Migros Tic aims to focus on sustainable growth and productivity. With its new strategic partner, Anadolu Group, the company aims to open about 200 new outlets in 2016, as well as increase the productivity in its existing outlets. In the highly competitive environment of retailing, Migros Tic aims to raise its penetration by investing in private label and providing competitive prices for quality products.

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