

Migros Ticaret AS in Packaged Food (Turkey)

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Date: March 2014

Pages: 3

Price: US\$ 150.00 (Single User License)

ID: MCD9E265FBAEN

Abstracts

Migros wants to strengthen its strong position in Turkish retailing, and to be a strong, regional retail chain, which ranks either first or second in the countries in which it operates. In line with its mission, Migros devises and manages its strategies in order to achieve sustainable quality and a sustainable reputation through a customer satisfaction approach. Migros's most fundamental strategy is to keep its customers supplied with a modern, reliable, economical and high-quality service.

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