

Pilsan Plastik Oyuncak Sanayi AS in Toys and Games (Turkey)

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Abstracts

The company's target is to hold a strong position in traditional toys and games by introducing domestically manufactured products that are positioned as a more affordable option to those of its foreign competitors.

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Contents

Strategic Direction

Key Facts

Summary 1 Pilsan Plastik Oyuncak Sanayi AS: Key Facts

Competitive Positioning

Summary 2 Pilsan Plastik Oyuncak Sanayi AS: Competitive Position 2014



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