

Rotap Saat in Luxury Goods (Turkey)

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Date: June 2013

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: RB21F104CEEEN

Abstracts

Rotap Saat is expected to invest heavily in outlet volume expansion at the start of the forecast period. By 2015, the company plans to open an additional 1-3 Omega outlets, 2-5 Mont Blanc outlets and 4-7 Rotap outlets. The company also plans to increase its presence in third party retailers to 45 outlets by 2015. The company is also expected to expand into internet retailing during the forecast period, due to growing internet retailing sales of luxury jewellery and timepieces towards the end of...

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