

# Simsek Biskuvi ve Gida Sanayi AS in Packaged Food (Turkey)

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## Abstracts

Simsek plans to achieve 50-50 shares for exports and domestic sales. To increase its domestic sales, the company aims to increase its sales networks throughout the country by opening new regional management offices. In addition, Simsek aims to grow through branding. Currently, the company rejects any proposals for partnerships and investment proposals, and invests heavily in new products and advertising.

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