

Teknosa İc ve Dis Ticaret AS in Consumer Appliances (Turkey)

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Abstracts

Teknosa İc ve Dis Ticaret pursues a strategy of strengthening its position within consumer electronics and appliances by focusing on boosting its online sales and expanding its outlet network across the country. To this end, Teknosa İc ve Dis Ticaret opened two more outlets in Elazığ and Yalova towards the end of the review period. In addition, the company aims to increase its sales through omni-channel retailing, and, relying on the rapid increase in internet penetration, the company invested...

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