

Tesco Kipa Kitle Pazarlama Ticaret ve Gıda Sanayi AS in Retailing (Turkey)

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Abstracts

Tesco Kipa Kitle Pazarlama Ticaret ve Gıda Sanayi aims to increase its sales by focusing on its more dynamic outlets. To further improve its sales the company focuses on multi-channel retailing. Rather than rapidly increasing its number of outlets, Tesco aims to increase the performance of its existing outlets by improving its operations.

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