

# Türk DemirDöküm Fabrikalari AS in Consumer Appliances (Turkey)

<https://marketpublishers.com/r/T952215A5E6EN.html>

Date: July 2013

Pages: 4

Price: US\$ 150.00 (Single User License)

ID: T952215A5E6EN

## Abstracts

Türk DemirDöküm Fabrikalari (DemirDöküm) is trying to increase its market share in air conditioners and heating appliances and to transfer its knowledge to the solar energy market with its strong brand name. The company has revised its marketing strategy, increasing its emphasis on retail channel. The company restructured its retailing network by remodelling its 115 stores in 2012. It also introduced a new award system for its retailers, Demir Club, in order to increase the loyalty of sellers.

Euromonitor International Local Company Profiles are a concise set of briefings detailing the strategic direction taken by a company. Discover key contact details, the company background and their competitive positioning through this collection of snapshot company profiles.

**Product coverage:** Major Appliances, Small Appliances.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

## Why buy this report?

Get a detailed picture of the Consumer Appliances market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

## Contents

Strategic Direction

Key Facts

Summary 1 Türk DemirDöküm Fabrikalari AS: Key Facts

Summary 2 Türk DemirDöküm Fabrikalari AS: Operational Indicators

Company Background

Production

Summary 3 Türk DemirDöküm Fabrikalari AS: Production Statistics 2008-2012

Summary 4 Türk DemirDöküm Fabrikalari AS: Production Statistics 2012

Competitive Positioning

Summary 5 Türk DemirDöküm Fabrikalari AS: Competitive Position 2012

## I would like to order

Product name: Türk DemirDöküm Fabrikalari AS in Consumer Appliances (Turkey)

Product link: <https://marketpublishers.com/r/T952215A5E6EN.html>

Price: US\$ 150.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/T952215A5E6EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970