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Türk DemirDöküm Fabrikalari AS in Consumer Appliances (Turkey)

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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.

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