

Ufo Group in Consumer Appliances (Turkey)

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Abstracts

The company aims to increase its market share by extending its product portfolio into other categories and expects to take the advantage of its strong brand names (Ufo and Alf) to achieve steady growth in the new categories. The company's sales continued to grow, translating to increased market share in 2012. There were no major changes in the company's marketing strategy. The potential challenge to the company is that heating appliances is closer to saturation, with a significant slowing down...

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