

Ugur Sogutma AS in Consumer Appliances (Turkey)

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Date: March 2016

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: U31D3A84B9BEN

Abstracts

Over the course of the review period Ugur Sogutma pursued a strategy of expanding its product range, largely within refrigeration appliances, to boost its retail sales. To that end, the company introduced a number of new freezers, fridge-freezers and air conditioners at the end of the review period.

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