

Vatan Bilgisayar San ve Tic AS in Consumer Electronics (Turkey)

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Abstracts

Vatan Bilgisayar San ve Tic As is engaged in constant attempts to increase its value share in electronics and appliance specialist retailers. These attempts consist mainly of expanding its store-based retail outlet network and investing in its online channel in order to be able to offer a wider range of products. The company continues to open new stores throughout Turkey, whilst opening new large-format outlets offering a very wide variety of products. At the same time, the company aims to...

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