

# Vestel Elektronik AS in Consumer Electronics (Turkey)

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Date: October 2016

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: V532ED076F5EN

## Abstracts

Vestel Elektronik is expected to continue to pursue its aggressive product range expansion strategy over the forecast period in order to maintain its strong position within consumer electronics. For this purpose, the company launched its new smartphone model Venus V3 and its first UHD TV product line at the end of 2015.

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