

# Vipindirim Elektronik Hizmetler ve Tic AS in Apparel and Footwear (Turkey)

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## Abstracts

2013 was a stronger year for the company due to the general tendency towards internet shopping in Turkey and Napster's acquisition. Markafoni also expanded into full price fashion retail by launching three verticals: Enmoda - a fashion-centric apparel and accessories retailer, acquired from Dogus Group of Turkey, Zizigo – which has a focus on sales of shoes, and MissPera, Turkey's leading online beauty and cosmetics destination. The strong integration between Markafoni and its subsidiaries...

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## Contents

Strategic Direction

Key Facts

Summary 1 Vipindirim Elektronik Hizmetler ve Tic AS: Key Facts

Summary 2 Vipindirim Elektronik Hizmetler ve Tic AS: Operational Indicators

Company Background

Competitive Positioning

Production

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