

Zorlu Holding AS in Home and Garden (Turkey)

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Abstracts

Zorlu Holding aims to maintain its dominance in home textiles and window covering through new product developments and expanding its dealer and exclusive outlet network. For this purpose, the company invested in increasing the number of its Linens and Tac stores by opening new outlets in popular shopping centres over the course of the review period. The company continued to pursue its expansion strategy in 2016 despite the slowdown in the economy, and opened two new Tac outlets in Bursa and one...

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