

# OUR SERVICES & ORGANIZATION

Avraska İş Geliştirme ve Yönetim Danışmanlığı Ltd. Şti.

İstanbul, July 2015

**“The new competition is not only between what companies produce in their factories; but between what they add to their factory output in the form of packaging, services, advertising, customer advice, financing, delivery arrangements, warehousing, and other things that people value.”**

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# A. About Us



*Your Business Partner for Innovative Challenges*

- Our company is established in 2012 and provide with his over ten years experience international business development, marketing and management consultancy to increase the company value of both the foreign and domestic companies on their operations in Turkey and abroad;
- Differentiation, continuous innovation, from outside to inside approach, dynamism, team work, close cooperation with our customers, working aimed for optimum success, strong and wide domestic and international networking, being intensively in the market, sincereness and transparency, strong analytical and emotional intelligence are our core competencies;
- We outsource the financial services needs of our customers to our partner company who is experienced in his field for ten years;
- In addition to consultancy services we provide project based for domestic and foreign companies, we can provide also services where we can manage the sales & marketing & management operations of companies;
- We can provide office and warehousing facilities for a certain time period to foreign companies during their operations in Turkey;

# B. Our Services

## I. Marketing Consultancy

- Market Research & Assessments
- Sales & Marketing Plan Development
- Marketing Innovation
- 4P and 4C Analysis
- Distribution Channel Analysis
- Customer Analysis
- Competitor Analysis
- Market Segmentation
- Industry Analysis
- Business Partner Search & Identification
- Identification Of Customer Targets
- Brand Search / Brand Management
- Product Innovation

## III. Business Development Consultancy

- Opportunity Identification
- Value Creation Process
- Business Model Development
- Data Gathering (Mining)
- Identifying New Trends And Developments
- Investment Projects / Feasibility

## • Management Consultancy

- Management Innovation
- Organizational Restructuring
- Import / Export Consultancy
- Company Representation
- Relationship Building
- Arranging Visits For Principals
- Business Model Innovation
- Initial local warehousing

## IV. Financial Consultancy

- Receivables Follow – Up
- Commercial Due – Diligence
- Accounting Management
- Book Keeping & Payroll
- Legal Advice
- Tax Planning & Management
- Company Formations

## C. Our Team

**Name and Surname:** Özkan ÖZEL

**Age:** 37

**High School Education:** İstanbul Erkek Lisesi

**University Education:** Dokuz Eylül- Economics (English)

**Past Experiences:**

Ciner Grubu- Management candidate (10 months)

Korozo- Export sales representative (10 months)

Şişecam- Export sales representative & Business development (42 months)

FMConsulting- Business Development Consultancy (10 months)

Tempo İletişim- Business Development & Marketing Consultancy (7 months)

**Foreign Languages:** English, German

**Consultancy Area:** «Marketing, business development, management»



## C. Our Team

**Name and Surname:** Serdar Gökhan ÖZTÜRK

**Age:** 34

**High School Education:** Kadıköy Anadolu Ticaret ve Meslek Lisesi

**University Education:** Kocaeli Üniversitesi İ.İ.B.F- İşletme Bölümü

**Past Experiences:**

Bektaş Denetim Ve Mali Müşavirlik – Manager (32 months)

Eurasca(Own Company)– Certified Public Accountant (60 months- continues)



**Foreign Language:** English

**Consultancy Area:** «Finance, law»

## D. References

- Turkish competitor of a big sized German supplier was analyzed;
- It was made a market research of Turkish market for a big sized German company;
- It was made a market research of Turkish market for a big sized Austrian company and distributor & target companies list were prepared;
- Company structure of a middle sized Turkish company was optimized;
- It was made a market research of Turkish market for a middle sized Danish company and distributor & target companies list were prepared;
- The Turkish market sales & marketing & management operations of the same Danish company is leaded since March 2013 by our company;
- It has been made recently an agreement with a Turkish supplier for managing the sales & marketing operations who produces customized machineries for both domestic and foreign companies.



THANK YOU..

**Avraska İş Geliştirme ve Yönetim Danışmanlığı Ltd.Şti.**

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