



"Your Business Partner for Innovative Challenges"

SALES, MARKETING, BUSINESS DEVELOPMENT, MANAGEMENT CONSULTANCY



Avraska İş Geliştirme ve Yönetim Danışmanlığı Limited Company

Istanbul, TURKIYE

ABOUT US

Our company, Avraska İş Geliştirme ve Yönetim Danışmanlığı Ltd.Şti., was 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 at their operations in Türkiye and abroad.



When an international company shows interest in Turkish market they will initially investigate the potential, competition strength, price levels, product range, market entry legislations, distribution channels, opportunities of the Turkish market prior to be able to give the decision should they penetrate or not into the Turkish market.

In the case they will decide to penetrate into the market as one option they will cooperate with a local distributor who will buy the product and company won't be aware of the market. They will know only the distributor. Another option will be to establish their own daughter company in Türkiye and employ a responsible and the rest of the team. In this option since the business is new in the market the risk or uncertainty is remarkable.

We offer with our experienced, dedicated, enthusiastic and highly skilled team attractive solutions to our clients. We do believe ourselves a lot for both creating theoretical information and meanwhile applying this know-how into practice of the sales, marketing and management operations.

During the period of investigating the structure of the Turkish market we apply to several sources for the same information and consolidate all gathered data to find the most possibly correct information since it is not always easy to gather correct information in Turkish market.

We investigate and analyze all the details of the sector with high concentration and motivation before providing our client our final market analysis report with our suggestions as well. We give our client guarantee of accuracy and scope of the report since customer satisfaction is our ultimate goal.

In the case company will decide as next step to penetrate into the Turkish market we aspire to represent them in the market and manage sales, marketing and management operations. Our company has long and esteemed experience in several sectors and is well known for innovative, outstanding performance. Cooperating with us will enable our client to observe and penetrate into the market step by step.

In the case our client will decide to establish their daughter company in Türkiye our partner financial consultancy company can activate the company and follow up the financial headlines.

Additionally, it should be always remembered that Türkiye is a hub for several international companies to penetrate into the regional other markets and we can provide some attractive services accordingly as well.

As we do believe we are an attractive business partner for innovative challenges.

Best Regards,
Özkan ÖZEL

ABOUT TURKIYE



- Government: Parliamentary Democracy
- Population: 79,8 million (2016)
- Median Age: 31,4 (2016)
- Area: 783.562,38 km²
- GDP: USD 857 billion (2016-Current Prices)
- GDP per Capita: USD 10.807 (2016)
- Export Value: 143 Billion USD (2016)
- Import Value: 199 Billion USD (2016)
- Inflation Rate: 8,5% (CPI-2016)
- FDI: 12,3 billion USD (2016)
- Number of Companies with Foreign Capital: 52.754 (2016)
- Robust economic growth with an average annual real GDP growth of 4,7 percent during 2002-2014
- Turkey ranks as the 16th largest economy in the World and 6th in Europe
- Mean annual GDP growth rate between 2002 and 2015 was 5,8%
- Tourist Number 25,3 million (2016)
- Turkey has the 5th largest labor force among the European countries

OUR VALUES

Customer Satisfaction:

We are dedicated to satisfy our customers. We believe in respecting our customers, listening to their requests and understanding their expectations. We strive to exceed their expectations in affordability, quality and on-time delivery. Since the customer-satisfaction is our final goal we are ready to share all our information in each step of research with our customer and will continue to analyze the report till our customers will get satisfied fully.

Networking:

Network of associates allowing flexible work, load and access to expertise.

Speed (act with speed):

We must avoid bureaucratic delays. We must be agile enough to act as fast as possible since time is one of the most precious asset.

Unity:

We act with unity in all we do. Our team is personally accountable for the highest standards of behavior, including honesty and fairness in all aspects of our work. We fulfill our commitments as responsible citizens and employees.

Transparency:

Transparent project work structure and planning

Reveal:

We aim to gather and reveal all the information as much as possible. We analyze the information in the proper way to fulfill the expectations of our customer. Aiming to provide always the highest service quality to our customers, Avraska İş Geliştirme ve Yönetim Danışmanlığı Ltd.Şti. monitors always the Turkish market. In this respect we attend the meetings of chambers of trade, follow the reports of sectorial organizations, and are member of national press releases.

Knowledge:

Our power comes from the talented people who make up our company. By cooperating and sharing our knowledge with each other seamlessly across organizations, we can make our company even stronger.

Excellence:

We take responsibility for quality. Our products and services will be the “best in class” in terms of value received for the money paid. We will deliver excellence, strive for continuous improvement and respond vigorously to change. Each of us is responsible for the quality of whatever we do.

Accuracy:

Avraska İş Geliştirme ve Yönetim Danışmanlığı Ltd.Şti. writes the reports always after the scientific criteria. In this respect we mention always the source of the information where we gathered it. Our sources are always well-known, reliable which are accepted in the market. In order to get the final conclusion we compare always the same information by different sources; only if this information matches each other we accept this information as accurate and use for the report.

Competence:

This means being trained and experienced to offer the level, depth, and range of services that are promised. Each member of our team provides the consultancy service in the area where he is specialized.

People:

We value our people. We treat one another with respect and take pride in the significant contributions that come from the diversity of individuals and ideas. Our continued success requires us to provide the education and development needed to help our people grow. We are committed to openness and trust in all relationships.

METHODOLOGY

Research:

Analytical Model/Analysis is a vital part in each step of research process to evaluate whether the information is beneficial or not. Research is applied with comprehensive search, such as national& local press releases, sectorial associations, publications, state sources, chambers of commerce.

Innovation:

World economy is in a period of time where there are fundamental changes& improvements. As a result of technological developments, the global economy is getting unique and the rules of competition are rewritten. In order to adapt to this sharp, intense competition; the notion “innovation” must be a keyword of the companies.

Interviewing:

Target oriented Face-to-Face& phone interviews with: market experts, trend-setters, suppliers, customers, competitors, partner candidates.

Analytical approach:

As a part of life, the basic rules in the economic environment run after “cause-effect” relations as well. In order to adopt the proper decisions, all the data must be evaluated according to the scientific facts and the reasons of each decision must be clarified.

Planning:

In order to provide the optimum work for our client, we should clarify the content of our consultancy work step by step and need to get the acceptance by our client.

Customization:

Customer satisfaction is our ultimate goal, and in this respect we accept each of our clients separately and give our best to meet his expectations. We never follow a consultancy approach to prepare standardized reports, rather each of our client’s expectations, requirements, targets guide our works.

CORE COMPETENCE

Optimization:

Customer satisfaction is our ultimate goal, and in this respect we give all our effort to meet the optimum result which will satisfy our client's expectations.

Enthusiasm:

We believe that to provide the optimum effectiveness, quality of any work, doing the job which a human really likes & enjoy is crucial. In this respect our teammates are consultants who feel enthusiasm, enjoy against their jobs besides their professional abilities.

Multilingual service:

We live in a global world where the borders are getting rid of. To be able to think and act as a global human plays a crucial role to get success in the business world, and in this respect we provide consultancy service to our clients in Turkish, English, German and French languages.

Esteemed experience:

Our teammates have strong educational background in their specialized fields, and practiced these into the business experience with the esteemed clients in their sectors.

Location:

There are fundamental changes in the global economy and the eastern part of the world attract the interest of big capitals in increasing steps. In this respect, Turkey's cultural, geographical and economical level of integrations with big capital enables to be a new center for new economy.

OUR SERVICES

Strategy and Management Consultancy:

Providing consultancy service to the companies for determining the company objectives and the related strategies needed to achieve those objectives; through keeping constantly under control the company's business, the related sector and the new business opportunities as well.

Marketing and Business Development Consultancy:

Providing consultancy service to the companies to ensure they reach the optimum sales and profitability targets through performing alternative markets research; determining the optimum production, sales and marketing models which is shaped by competitor and product analysis.

Corporate Finance Consulting:

Aiming of increasing the company's value; providing the optimum product price & profitability levels, establishing the appropriate financial model, coordinating the operational cash flow.

I. Market Analysis Consultancy

- Defining the country's business approach culture
- Defining the competition structure of the sector
- Defining the distributors, wholesalers, importers with their market share, main customers, product range, marketing and sales approach
- Defining the distribution channel outlook of the sector
- Defining the target customers with their contact person's details, current suppliers, price levels, expectations
- Defining the competitors with their market share, main customers, product range, marketing and sales approach
- Defining the legal status of the sector for new suppliers
- Visiting target customers
- Suggestion of marketing, sales and management strategies how to penetrate into the market

II. Company Representation

- Defining the sales, marketing and management plan for local market
- Leading the sales, marketing and management operations in local market
- Being in contact with clients and getting the orders
- Initial local residence address and warehousing
- Coordinating and representing the company on trade shows and exhibitions
- Helping with product integration and pricing to fit the local market
- Establishing the logistics organization for delivering the products into the local market
- Establishing the local daughter company
- Managing the local accounting
- Providing legal advice

III. Financial Administration Consultancy (via partner company)

- Arranging Investment Incentives from the official authorities
- Receivables Follow – Up
- Accounting Management
- Book Keeping & Payroll
- Commercial Due – Diligence
- Strategic Investment Advisory
- Legal Advice
- Company Formations
- Business & Commercial Laws
- Preparing the Feasibility Report

EXPERIENCES

- A Turkish competitor of big sized German company was analyzed. The project was presented later on to the management board in Germany. (3 weeks)
- A market research in a new area in Turkiye has been done for a big sized German company. (2 weeks)
- A market research in Turkiye has been done for an Austrian company and prepared the customer, distributor list. (2 weeks)
- Organization structure of a small sized Turkish company has been improved, optimized. (6 months)
- A few market researches in Turkiye have been done for a middle sized Danish company and prepared the customer, distributor list. (8 weeks)
- The sales, marketing, finance and management operations of the same company for Turkish market have been managed between the period 2013-2016.
- The sales and marketing operations of a domestic robotic solutions producer have been managed between 2015-2016 periods.
- We have agreed with Dutch Trade Office Headquarters to provide consultancy services to Dutch companies who are interested in Turkish market.

WHY AVRASKA

- Over ten years high quality experience and knowledge gathered on esteemed companies and projects
- The capability of point of view catching the whole which is gathered via esteemed experience on the fields of budgeting, sales, marketing, business development, export and management
- The vision gathered via the consolidation of esteemed knowledge on the fields of Psychology, Sociology, History, Economy and Business Administration
- Accepting permanent evolution, development, dynamism and optimization as the fundamental basis of our company
- Superior capability to create theoretical knowledge and applying this into practice
- We enable to approach & penetrate international companies into the Turkish market step by step: market research – leading of operation via our own company- establishing daughter company
- Unique capability and approach in human relations
- Ability and vision to cooperate with the right resources in areas other than competence
- Universal view and approach
- Ability to adapt to projects in different sectors or service fields in a very short time period and providing high added value



**WE DO BELIEVE THAT WE ARE A PROMISING
BUSINESS PARTNER CANDIDATE FOR INNOVATIVE
CHALLENGES.**

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