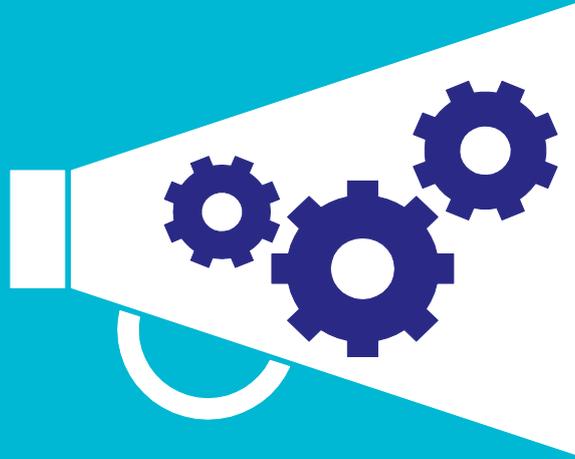




# Sustainable business growth?

## *Know how.*

With funding from the European Union, the EBRD and the Republic of Turkey, we helped Çemen's Gurme, a women-led delicatessen and bakery chain in Kayseri, to develop a new marketing strategy.



# Delicatessen and bakery, Turkey

**We helped Çemen's Gurme in the central Anatolian city of Kayseri to diversify its customer range by creating a new marketing strategy. In one year upon completing the project, the company had increased its profitability by 53%.**

Çemen's Gurme was established in 2012 by Hülya Tiritöğlü, the current general manager and her partner Ömer Başyazıcı. They produce and sell delicatessen and bakery products, whereby the manti (Turkish ravioli) and pastrami (beef bacon) are particularly popular. In fact, Kayseri is known for the high quality of these two special food items, which gives the food industry in the region a competitive advantage.

Since establishment, Çemen's have taken a boutique approach whereby Hülya Tiritöğlü places particular importance on selling high quality natural products. This has enabled them to differentiate from their competitors and achieve significant business growth. They kept serving a relatively limited customer base given their focus on quality and pertaining high prices. To sustain its growth, the company needed to better analyse the market they operate in and update their marketing strategy accordingly.

The EBRD introduced Çemen's to a local consultant with extensive marketing experience.



With the new marketing strategy the company could diversify its customer base and thus increase turnover and profitability.

The consultant:

- Conducted a SWOT analysis of the company and shared the results with management.
- Carried out a detailed market research study to determine among others available product groups, price ranges, market trends, competitors' market shares as well as distribution and sales strategies.
- Via survey studies, analysed customers' product and brand awareness plus buying behaviour.
- Defined current, potential and target customer profiles and generated a price/promotion strategy accordingly.
- Determined sales and profitability targets.
- To ensure a smooth adaptation of the new strategy, delivered trainings to Çemen's management and employees on marketing, effective communication and presentation, promotion methods, merchandising and branding.

Upon project implementation, Çemen's has observed significant increase in its market performance and decided to open a third store in Kayseri. Currently the company considers further expansion by opening a store in Istanbul.

Building on the success of the advisory project Çemen's recently started an ongoing advisory/coaching project covering financial planning, strategy and organizational management.

Hülya Tiritöğlü has also joined the mentoring service offered by the Turkey Women in Business Programme as a mentee.

[www.ebrdwomeninbusiness.com](http://www.ebrdwomeninbusiness.com)

Profitability  
**+53%**

Turnover  
**+45%**

Customer Base (per year)  
**+15%**

Total project value  
**€7,747**

Client contribution  
**€2,602**