

<b>Sector</b>	: Food
<b>Year of Establishment</b>	: 2008
<b>Number of Employees</b>	: 30
<b>Website</b>	: <a href="http://www.kahvaltidunyasi.com">www.kahvaltidunyasi.com</a>



## "Digitalization Journey from Region to Kitchen"

### KAHVALTI DÜNYASI

*The company provides services to aid in the development of the region and to bring together the Black Sea region's cheese and dairy products culture from the past.*

#### **Crisis:**

Commercialization, Market management

---

#### **About**

Kahvalti Dünyasi was established in 2008 by three entrepreneurs under the slogan "Everyone has the right to consume dairy products free of elements that endanger human health." The fact that the rooted cheese and dairy product culture of the Black Sea region has suffered from erosion and the new generation has started to forget the taste of natural products has been the beginning of this business idea. Kahvalti Dünyasi, serving all over Turkey, mainly produces butter, and also has local cheese varieties and derivatives of these products in its product portfolio.

#### **Background**

Kahvalti Dünyasi continues its activities currently in the field of food production and sales. The company has introduced local flavors in the milk and dairy products sector throughout the country, and it has made a name for itself in the industry by producing natural and high-quality products.

Kahvalti Dünyasi has suffered from a drop in business volumes over the last two years as a result of the pandemic. Furthermore, the measures and practices implemented during the

pandemic made it difficult for the company to manage the product and raw material procurement process. The company was negatively impacted by this situation due to the increase in demand caused by the pandemic and the difficulties encountered in the supply networks.

Kahvalti Dünyası, whose customers' visits to the company have decreased significantly as a result of restrictions, has begun to encounter difficulties in interaction, and this situation has revealed the risk of weakening the company-customer ties.

## Digital Tools

- Online Meeting Platforms: **Zoom**
- E-Commerce Software: **Utopia**
- E-Invoice System: **E-Finance**
- Mobile Handheld Terminal: **BAY.t**
- Online Meeting Platforms: **Zoom**



## Methodology

The pandemic's uncertainty and perplexity have resulted in changes in general consumption habits. This change has increased the demand for the products of Kahvalti Dünyası, which produces natural products. In order to meet the high demand for its products and adapt the supply chain to the digital process, the company began to use hand terminals in all of its production lines. Thanks to its hand terminals, it has become possible to conduct quick communication between production and shipping units. At the same time, the fact that the information is transmitted without loss or error has made it easier to keep up with the high demand. In this process, Kahvalti Dünyası implemented the e-invoice system, enabling faster preparation of invoices and saving time.

Kahvalti Dünyası, which began using online event software since customers were unable to visit the company in person during the pandemic period, has succeeded in putting visits that were previously at the initiative of its customers into a systematic cycle.

People have become more concerned with their nutrition during the pandemic process, particularly during the development of vaccines, in order to protect themselves from the disease, which has resulted in an increase in demand for natural products. Before the pandemic, Kahvaltı Dünyası delivered its products to its customers in physical environments through its physical stores, dealers, and distribution channels. Due to the restrictions implemented by the pandemic, Kahvaltı Dünyası has focused on digital tools and platforms to deliver its products to end-users. Kahvaltı Dünyası paved the way for the supply chain to meet with customers electronically by establishing an e-commerce site.

By providing the infrastructure for its administrative staff to use information and communication technologies such as tablets, laptops, and desktop computers, Kahvaltı Dünyası, enabling its employees to work remotely, has not only protected its employees from the risks posed by the pandemic but has also made their workflows sustainable.

## Conclusion

During the crisis, Kahvaltı Dünyası doubled its turnover and increased its market share. It has started to use its resources more effectively by incorporating digital tools into its business processes.

The Company continues to take firm steps toward becoming a "Digital Supply Chain" by adapting to the technology supply chain.

Kahvaltı Dünyası, which started to serve its customers with the e-commerce site it established, continues to increase its experience in this field as well.