

Sector : Corporate Organization
Year of Establishment : 2017
Number of Employees : 6
Website : www.ffonline.live



“Innovative Solutions in New Normal”

NORDEST

Operating in the corporate organization sector, Nordest diversifies its service areas after the pandemic and produces innovative solutions for the needs of its customers.

“Innovative solutions in New Normal.”

Crisis:

Sectoral Contraction, Market Management

About

Nordest, one of the companies operating in Trabzon, was founded in 2017 by Aslı Şahin and Yusuf Şahin. The company, which carries out corporate organization activities, has conducted many national and international events.

Nordest, which aims to serve in different sectors by diversifying its commercial processes, formed sub-brands as such FFOne and Pazarkapi. Accelerating its activities in the digital field during the pandemic period, the company gives color to the online activities of institutions under the roof of FFOne with innovative touches. In addition, Nordest, which brings its customers together with local products through Pazarkapi.com, continues its activities in the E-Commerce market.

Background

Nordest continues its activities currently in the field of event organization. Nordest, which has succeeded in establishing a traditional structure in some of these events, has obtained a sustainable market. Especially thanks to the concept of "Hazelnut Harvest Festival", it is

one of their most creative works to promote hazelnut, which is a regional agricultural product, from the perspective of activity and tourism.

Nordest obtains 85% of its average annual turnover from the organization of physical activities, which is the purpose of its establishment. Pazarkapı, the company's e-commerce venture, has a share of 15% in turnover.

The company, which operates in one of the sectors most affected by the pandemic process, has started to experience serious problems in the market in the said process. Restrictions due to the pandemic have made the organizations inoperable in the physical environment, and the commercial relations of the company have been adversely affected by this situation.

Digital Tools

- Cloud Computing Services: **Google Cloud Platform**
- Online Meeting Platforms: **Zoom, Webex, Adobe Connect**
- Multicast Platforms: **Resteam.io**
- Software Image Mixer: **Vmix**
- Email Marketing: **Mailchimp**
- E-Commerce Software: **Ticimax**
- Team tracking software: **Slack**
- Other Digital Applications: **E-Invoice, Digital Signature, Social Media**



Methodology

The sector, which has come to a halt as a result of the pandemic process, has necessitated a shift in Nordest's trade position. Corporate meetings that could not be held in person have now begun to be held online, and webinars have become fully integrated into our lives. Observing that new market needs emerging during this period of change, the company began to develop solutions to increase visibility and interaction at events.

Nordest, which began its market research on institutions looking to make a difference in their online activities, continued to improve their technical skills and reinforced their technical team with additional personnel.

Nordest, which accelerated its market search due to increased technical competence, incorporated digital marketing tools such as E-Mail Marketing and Social Media Marketing into its processes and was successful in expanding its customer portfolio. Digital marketing tools implemented by FOnline, have also been applied to pazarkapi in the processes.

The company, which used many physical machines (Computers, Servers, etc.) to carry out online activity processes in the beginning, has improved its performance and usability processes while lowering costs with virtual machines.

The company which adapted to the crisis environment by increasing its digital capabilities has been utilizing digital tools such as Cloud Storage, Streaming platforms, digital signature, e-invoice, social media, etc.

Conclusion

Nordest, which has held many national and international events with the effect of quickly adapting to change, has raised its competitive ability to the highest level and has become one of the sector's leading companies. Nordest, which has largely abandoned traditional marketing methods, continues its processes by using digital marketing tools.

These experiences have increased the motivation of the company in the digital field and catalyzed the processes on the side of E-Commerce and Online Events. While physical services constituted 85% of the company's turnover before the pandemic, the company's digital services (Pazarkapı, FOnline) become to generate 70% of its total turnover in the post-pandemic period.

Nordest, which reflects its energy on the field more efficiently thanks to digitalization, is ready for new experiences owing to its sustainable structure.