

Sector : Food
Year of Establishment : 2015
Number of Employees : 14
Website : www.findikocagi.com



“Digitalization is Inevitable in the New World Order”

FINDIK OCAĞI

Taking its place in the international market by producing hazelnut, the most popular product of the region, as well as chocolate and hazelnut products in the food sector, which are both handmade and innovative products in the food market, Findik Ocağı has proven its quality in the international arena.

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Crisis:

Shipment Management, Personnel Integration

About

Findik Ocağı was established in Trabzon in 2015 by 4 entrepreneur sisters who graduated from different departments of universities. The company, which fully supports women entrepreneurship in the region with a total of 14 female employees, produces approximately 50 kinds of products, from baklava to chocolate, from cakes to dried nuts, including hazelnuts. The company, which is a boutique cafe and offers handmade local products, has been using the e-commerce system since its establishment.

Findik Ocağı aims to highlight women labor in the region and to ensure that women occupy a greater place in business life by being included as employees in the body of the company. The company, which does not use any additives in its products, states that this is how they gain the trust of their customers all over Turkey.

Background

Established in 2015, Fındık Ocağı has entered the food industry, where the product variety and the competition is quite high, making a difference with handmade hazelnut products additive-free. Being established as a boutique business, the company has started its activities in the field of e-commerce by creating its entire digital infrastructure since its establishment in order to deliver its products to a wider audience. However, it has taken some time for the employees to complete the e-commerce and digitalization processes and adapt to the process since the average age of the employees of the company is high.

It has been developing itself with continuous R&D activities in order to increase the diversity of handmade hazelnut products, in addition to improving the understanding of innovation in the region and offering innovative souvenirs from traditional hazelnut products since 2015. The food and beverage service sector (cafes), from which a significant portion of its revenues are derived, has been among the sectors most affected by the COVID pandemic. However, the store sales of the products have been adversely affected by the pandemic restrictions due to the fact that healthy and handmade products, which are the focus of the company, need to be consumed in a short time and the shelf life of many of these products is short.

Digital Tools

- Online Meeting Platforms: **Zoom, Microsoft Teams**
- E-Export Marketplace: **Amazon**
- E-Commerce Software: **Ticimax**
- Accounting and Stock Management Software: **T-Commercial**
- Email Marketing: **Mailchimp**
- Other Digital Activities: **E-Invoice, Digital Signature, Social Media Platforms**



Methodology

The company has suffered in terms of store sales due to curfews and mandatory quarantine implementations during the Covid-19 pandemic. In this context, the staff working in the cafe has been encouraged to attend workshops on the production of chocolate and local products and has been included in the production, and their continuity has been assured. It has made some of its personnel, who are prone to use social media marketing and digital platforms, more competent in this regard.

Findık Ocağı, which has turned to e-commerce due to the difficulties experienced in-store sales, has started to use accounting - stock management software and Ticimax, which can operate integrated into marketplaces. The company, which sends its products and campaigns to its customers via e-mail through Mailchimp, has become more well-known in the national and international markets and increased its sales thanks to its investment in social media marketing.

In addition to the strategic steps, the company has expanded its product range and started to serve USA and Germany via Amazon thanks to the quality it has achieved with its local products. Thanks to these steps taken, the company has achieved great success by increasing its sales in the field of e-commerce by 100%.

E-Commerce has resulted in a profit for the company that has been fully digitalized and successfully carries out the e-commerce system although the cafes and restaurants have been shot down in the Covid-19 pandemic and the restaurants and cafes have been transitioned into take-out locations which has caused difficulties for the company in terms of handmade and consumer products with short shelf life.

Additionally, the company, which continued its e-commerce activities and promotions during the pandemic, has expanded its commercial network by entering into contracts with certain sale locations abroad, which contributed positively to sales.

Conclusion

The company, which has doubled its turnover especially during the pandemic with its built-in digital infrastructure and e-commerce system, increased its production capacity without lay-offs during the crisis and has added value to hazelnut, the leading product in the region. In addition, the company receiving its products from more than 200 hazelnut producers in the region and transforming them into handmade products, also contributes to the

development of the region. The pace of operation in the field of e-commerce has shown the need to invest more in this area with the changing shopping trends during the pandemic, and the company has easily adapted to this transformation with its existing system. Once more, it has provided an increase in product diversity and has increased its recognition in the national and international market, and accordingly has increased its turnover during the pandemic.

Findık Ocağı aims to support young people, local production, and women entrepreneurs and contributes to the increase in the added value of hazelnut, the most important product of the region, day by day with this initiative.