

Ethem Kurt, the owner of Nazlı Gıda, a producer of flavored powdered drinks that gained fame with its 3-second commercials, has established a confectionery factory, a chips factory, and a flavoring and essence factory after his first factory. With the power of these new factories, he aims for a turnover of 32 million lira this year.

Turkey's 'outward-looking' Small and Medium-sized Enterprises (SMEs) are able to grow much more steadily. Nazlı Gıda İnşaat Temizlik Kozmetik Sanayi Ticaret Ltd. (Nazlı Gıda), which gained fame with its 3-second (short) commercials for its flavored powdered beverage brand Nazo and whose products are currently sold in 13 countries, grew rapidly after its first flavored powdered beverage production facility in Istanbul. Currently the market leader in Mozambique, the company established confectionery factories in Konya, chips factories in Nevşehir, and flavor-essence factories in Istanbul to complete its product range. Having closed 2012 with a turnover of 18 million Turkish Lira, Nazlı Gıda has set a target of 32 million Turkish Lira this year, powered by its new facilities. Ethem Kurt recounts his entrepreneurial story as follows...

FROM RIZE TO FATİH

We are from Rize. We migrated to Istanbul in 1978. We opened a women's clothing and shoe store in Fatih, but we had to close it after two years. Because of the September 12, 1980 coup, we closed for days without making a single sale. Then, we three brothers (Ethem, Murat, and Nihat) first sold shoes in markets. Later, we entered the wholesale tea trade. Since we were from Rize, selling tea seemed attractive. We started distribution, and after a while, instead of just one product, we decided to add other products. Sugar, fruit powder, etc.

MANUFACTURING AND ADVERTISING

- In wholesale trade, cash flow was very rapid, and we quickly accumulated capital. In 1993, we bought a small 40-square-meter workshop and started producing powdered beverages. We produced and sold flavored drinks ourselves, and of course, our profit margin grew. We also produced hot beverages. Three brothers worked together. If one of us was manufacturing, the others were marketing. We thoroughly researched how manufacturing should be done. We started making technological investments and grew our business. After that workshop, in 2003, we moved to our factory in İkitelli with a 3,000-square-meter indoor area. Advertising investment was necessary for branding. We had 3-second TV commercials made. In my opinion, 3 seconds is enough to tell everything. Since RTÜK (Turkish Radio and Television Authority) doesn't allow commercials shorter than 3 seconds, we made them 3 seconds long. Actually, 2 seconds would have been enough. Those 3-second commercials were very useful. Then we expanded internationally with advertising.