

# From Zero to the Top: The Inspiring Entrepreneurial Journey of Özcan Kayacan, Founder of Enzel Global

What began as a family grocery store in Doğubayazıt, Ağrı, has today transformed into a powerful Istanbul-based company with its own brands and global ambitions. Enzel Global Founder Özcan Kayacan is attracting attention in the business world with his business model, which he created from scratch.

Born in Doğubayazıt district of Ağrı, Özcan Kayacan worked in his family's grocery store while continuing his education during his childhood years. Having worked in every aspect of the business, from shelf arrangement to customer relations, Kayacan learned the fundamentals of commerce at a very young age.

## How did his family's business background affect him?

His family's long-standing business culture shaped Kayacan's perspective on the business world at an early age. Growing up surrounded by commerce while pursuing his education formed the foundation of his disciplined and results-oriented work ethic today.

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## The Path from Family Market to Group of Companies

Özcan Kayacan, who took an active role in his family's businesses at a young age, later assumed the management of the companies. For approximately 10 years, he served in the administration and development processes of the family businesses. This commercial structure, which started in Ağrı, moved to Istanbul under his leadership and transformed into larger-scale operations.

## What was the turning point in your career?

The most critical period in Kayacan's career was when he left the family company, which he had managed for many years. He was unemployed for about a year. During this time, he gained experience in different sectors; then, without any support, he started his own company from scratch and got back on his feet.

Starting with low capital and high risk, Kayacan analyzed the shortcomings of the sector, made the right moves at the right time, and achieved rapid growth in a short time. Today, he continues his journey with the 3 companies he founded.

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