

**ERASMUS KURUMSAL İŞBİRLİĞİ ÇERÇEVESİNDE İTALYA MOLİSE ÜNİVERSİTESİ ZİYARETİ RAPORU VE
SUNUMU**


Prof. Dr. Çağatay ÜNÜSAN

10-15 Kasım2016 tarihleri arasında Erasmus Kurumsal İşbirliği çerçevesinde İtalya'da Bulunan Molise üniversitesine ziyarette bulunulmuştur.

Ziyaret çerçevesinde Molise Üniversitesi Erasmus Koordinatörü Sn. Leonarda Di Rubbo ziyaret edilmiş, üniversitemizin Erasmus çerçevesinde ileri düzeyde işbirliği içinde olma niyeti iletilmiştir. Ayrıca KTO Karatay Üniversitesi Erasmus koordinatörlüğünce hazırlanan ve Rektörlük Makamınca onaylanan anlaşmalar, Molise Üniversitesi Erasmus Koordinatörü Sn. Leonarda Di Rubbo'ya teslim edilmiştir.

Program çerçevesinde Ekonomi- İşletmeleri bölümü öğrencilerine ders verilmiştir. Ders ilgi ile takip edilmiş ve öğrencilerin sorularına cevaplar verilmiştir.

Dönüş sonrası verilen derslerde öğrencilerimize ziyaretle ilgili bilgiler verilmiştir. Saygılarımla arz ederim.



Prof.Dr. Çağatay ÜNÜSAN

Rektör Yardımcısı

ERASMUS KURUMSAL İŞBİRLİĞİ ÇERÇEVESİNDE İTALYA MOLİSE ÜNİVERSİTESİ
ZİYARETİ FOTOĞRAFLARI



İtalya Molise Üniversitesi Erasmus Kurum Koordinatörü Sn. Loredana Di Rubbo ziyareti



İtalya Molise Üniversitesi'nde Ekonomi-İşletme Bölümü öğrencilerine verilen sunum sonrası fotoğraf

FRANCHISING AND DEVELOPMENT OF THE FAST FOOD FRANCHISING IN TURKEY

Prof. Dr. Çağatay ÜNÜSAN

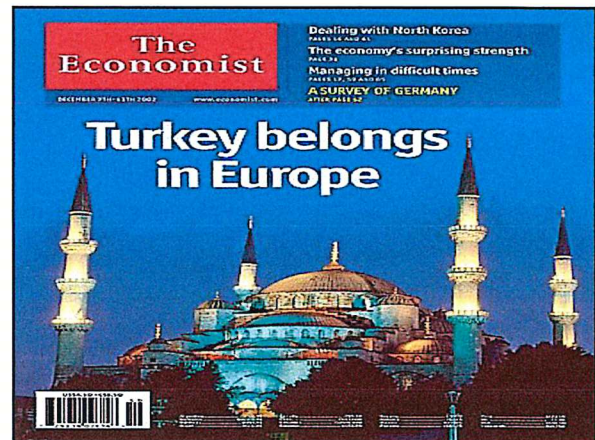
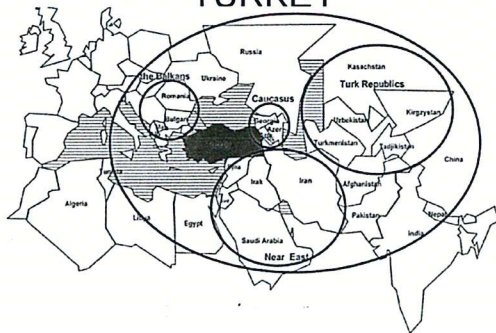
KTO Karatay University, Faculty of Economics and Administrative
Sciences, Department of International Trade and Logistics

Konya, TURKEY



DOING BUSINESS IN TURKEY

REGIONS SERVABLE BY TURKEY



AN EMERGING MARKET

- Rapid Liberalization, Privatization, Transformation
- values and lifestyles in flux
- Young population (70% under the age of 35)
- Rising expectations
- Middle class coming into its own

ATTRACTIVENESS FOR FOREIGN INVESTORS

- Large and growing domestic market
- Mature and dynamic private sector
- Leading role in the region
- Liberal and secure investment environment
- Supply of well trained labor force
- Customs union with EU countries
- Developed infrastructure
- Institutionalized economy
- Competitive tax system

MAJOR MULTINATIONALS IN TURKEY

3M	JP MORGAN	NIKE
AC NIELSEN	DHL	PEPSI COLA
ACCENTURE	DUPONT	PFIZER
ALCATEL	FIAT	PHILIPS
BOSCH	FORD	PHILIP MORRIS
BP	FOUR SEASONS	ROCHE
BRIDGESTONE	FRITO LAY	REUTERS
CARGILL	GE	SIEMENS
CARREFOUR	GILETTE	P&G
CITIBANK	HSBC	TOYOTA
COCA COLA	JTI	XEROX
IBM	MCKINSEY	VOLKSWAGEN
DANONE	MERCEDENS-BENZ	SHELL
J&J	NESTLE	NOVARTIS



Franchise Business in Turkey



World of franchising



What is Franchising?

It is the method whereby the owner of know-how, products, a process or a service (or in certain circumstances just a name) - the Franchisor allows another party to use such know-how products, process, service or name in exchange for an initial and on-going payment.

What each Party does



The Franchisor

- Grants the Rights to Brand Name, Location or Territory and Systems
- Provides the know-how and training
- Promotes and develops the Business
- Protects the reputation of the Organisation

The Franchisee

- Provides the manpower and equipment
- Operates "The Business" in accordance with the Operations Manual and Franchise Agreement
- Develops the Business
- Pays an on-going Management Service Fee

Advantages and Disadvantages to the Franchisor

The Advantages to the Franchisor

- Minimises Capital outlay
- Enables expansion
- Reduces Head Office administration and expenses
- Offers an individual service to the Customer
- Obtains the benefit of highly motivated people

The Disadvantages to the Franchisor

- Reduces direct control
- A shares profit margin
- Needs for high tolerance level



Advantages and Disadvantages to the Franchisee

The Advantages to the Franchisee

- Operates a Business of his/her own
- Less risk capital needed
- Greater chance of success
- Benefits from Trading under a distinctive brand name
- Obtains on-going support from the Franchisor
- Acquires a saleable investment

The Disadvantages to the Franchisee

- The need to accept a series of controls
- The need to accept a series of restrictive
- The need to pay on-going Fees



THE DEVELOPMENT OF THE FRANCHISING IN TURKEY



• First Generation: Product- Trade Name Franchising



- the advantages of vertical integration are shown to be that it reduces costs by eliminating steps; improves coordination of the activities and reduces inventorying and other costs.



- Furthermore, vertical integration avoids time consuming tasks such as negotiating contracts, communicating; it provides an opportunity to create product differentiation and other benefits.



- Most importantly, vertical integration increases efficiency and reduces the high level of waste of limited resources in a distribution system.

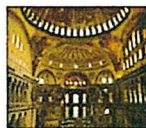


Also, there is not enough information about franchised marketing channels, its development and present situation in the country.



- In the seventies and eighties, product and trade name franchising, was used by several sectors of the economy, such as automobiles, white goods, paint sellers, construction sector, etc.

• **Second Generation: Business Format Franchising**



- Since mid 1985, some samples of the business format franchising have emerged in the Turkish market.



- Particularly, the main representatives of this type of franchising companies are international fast food, beauty shops, convenience good shops such as McDonalds, Nectar Beauty Shops, 7-Eleven Convenience Shops, Jimmie's Fried Chicken, Mothercare, Baskin Robins, Sicily's, Wimpy, Alphagraphics, World Class, Wendy's, Kentucky Fried Chicken, Levi's, Lee, Benetton, etc

- In addition, Turkish fast food systems have been developed in the country.
- The First examples of the Turkish fast food systems are Schekoburger, and Tocana. However, leading Turkish experiments in this area showed different characteristics than other countries.

- As known, in developed countries, fast food products mostly have been demanded by the young generation and or lower middle class members. On the contrary, in Turkish case, demand for this products have been shown by the middle and upper middle class.

- International business format franchising companies offer several benefits to the recipient countries. These companies transfer the necessary technology, provide management know-how, provide development of the locally owned small business, and finally, franchise systems create job opportunities.

- At this point, it can be said that the arrival of international business format franchise systems and domestic systems provided these benefits to Turkey.



Restaurant business in Turkey Future trends & ideas

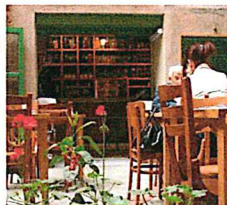


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Main types of restaurants

There are four main types of restaurants in Turkey:

1. Commercial restaurants
2. Fine-dining restaurants
3. Fast food restaurants and cafeterias
4. Institutional catering.



The Restaurant Sales in Turkey

2007 total food service revenue is estimated to be about USD 19.5 billion.

The restaurant sales in Turkey is currently some USD 3.5 billion.



Commercial restaurants

These restaurants are mainly Döner Kebab restaurants, Pide Restaurants, Local kitchens, Manti Restaurants, and restaurants that serve hot and cold meals ("Lokanta").



Fine-Dining Restaurants

Luxury restaurants only 5 to 10 percent of the total restaurant market in Turkey.

- The atmosphere and decoration
- The menu and price
- The employee
- The guest



Fast-food restaurants & cafeterias

- Fast food chains - relatively new concept that emerged in Turkey in the last 20 years



Some cafe chains in Turkey



Institutional catering

In the 1980s, institutional food service providers began emerging in Turkey. They provide food service to factories, schools, hospitals, private companies and public sector organizations.



Trends in restaurants' sector in Turkey

- Consumer food service (CFS) will be positively affected by improved economic developments and increasing disposable incomes in the country
- CFS will gain in dynamism due to increasing consumer trust in a more stable economy.



Future Trends and Ideas in the Restaurant Sector

Definition of Trend:

"The general direction in which something tends to move."

or

"Trends are changes in the people's mind in so many years"

[3 years (micro-trend) - 20 years (mega-trend)].

Future Trends and Ideas in the Restaurant Sector

Trend 1:

More Segmentation

More Specializing

More Authenticity

Future Trends and Ideas in the Restaurant Sector

Trend 2:

Big vs. Small

Chain vs. Independent

Trend 3:

Tendency to Sustainable Restaurant Concepts

Future Trends and Ideas in the Restaurant Sector

Trend 4:

The 4 main flavour profiles

Trend 5:

Region Trend!

Trend 6:

Maximum Flexibility

Future Trends and Ideas in the Restaurant Sector

Trend 7:

Restaurants in uncommon environments

Trend 8:

Culinary tourism still growing

Trend 9:

Home-Delivery continue to grow

Future Trends and Ideas in the Restaurant Sector

Trend 10:

Dining is getting a social and communicative ritual.

Trend 11:

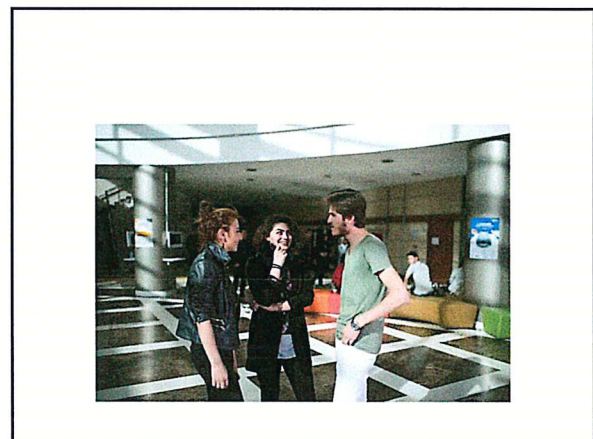
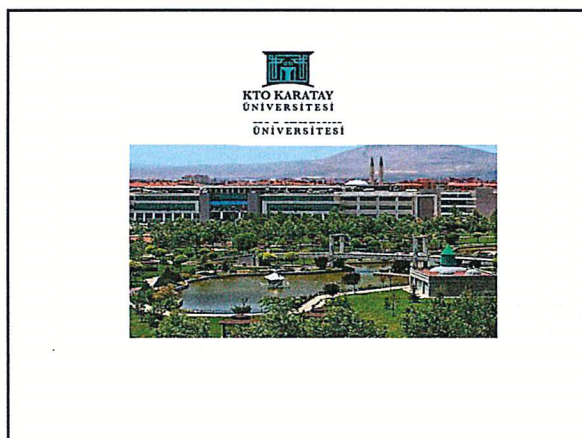
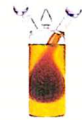
Design! Design! Design!

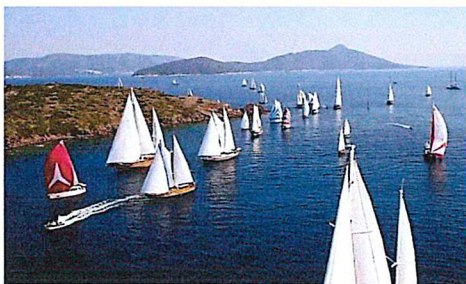
- A Research based on a random sample of 225 consumers who were conducted in equal numbers in three fast food franchises in Istanbul, **seven factors were identified to be effective on consumers' choice of fast food firms.**




These seven factors are:

- 1- Service Quality
- 2- Attractions for children
- 3- Price
- 4- Location
- 5- Firm's image on consumers
- 6- Atmosphere
- 7- Food quality and variety






KTO KARATAY
ÜNİVERSİTESİ

Prof. Dr. Çağatay ÜNÜSAN
Rektör Yardımcısı
Vice Rector

cagatay.unusan@karatay.edu.tr
cagatayunusan@gmail.com

Akabe Mah. Alaaddin Kap Cad. No:130 42 020
Karatay - Konya - TURKEY

T : +90(332) 444 12 51
F : +90(332) 202 00 44
M : +90(532) 251 38 37

www.karatay.edu.tr

Thank You...

