



**ÜRGÜP ÜZÜM İŞLETMELERİ A.Ş.**  
**CONSULTING REPORT FOR 1 PRODUCT IN THE TARGET MARKET OF THE**  
**RUSSIAN FEDERATION**

On behalf of Kayel Group Real Estate Consulting Foreign Trade Limited Company,  
Prepared by Salih T. – Elena S. – Şerife C. – Emir B. – Esra G.

**Summary:**

It is about the foreign trade report prepared based on the request letter created by Ürgüp Üzüm İşletmeleri Anonim Şirketi. The food production company contains information about the details we provide in our **Foreign Trade Research and Planning service in the target country of the Russian Federation for the products mentioned in the following pages of the report.**

In order for the marketing and sales activities of food production facilities and other institutions of this scale to be carried out continuously and efficiently and the services they provide, performance, market shares, communication channels and product details, and the issues that need attention, providing continuity, suggestions to increase its manageability, and increasing sales. Details on the CONTENTS page have been created in order to wholesale the products produced in the target market by sharing information that will benefit them.

The company has taken a decision to enter this market and to sell its products, and in line with this decision, it has shared product and company information with our company.

As Kayel Group, in line with this decision, we present the relevant researches that can be considered as short, medium and long-term based on the analysis we have made about the products and the company in this file.

30.12.2022





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## INVENTORY

Product inventory information is presented below, and studies have been carried out in line with this information in commercial activities. Please request a report revision if any editing is needed in this information.

Name of the product	Stock code	S1	S2	K1	E1	P1	Price (box)
ÜRGÜP Grape molasses (200ML)	UZP-001	192.000	24	48.000	64	704	480 ₺

1. **Product name** : It is the basic name of your product and the packaged capacity information.
2. **Stock code** : It is the code that your product can be easily found in your stocks.
3. **S1** : Indicates how many units of your product can be produced in a single shift at full capacity per month.
4. **S2** : It contains the information of how many pieces of your product can fit in a box.
5. **K1** : It shows how many pieces of your product are ready for sale in your stocks.
6. **E1** : Indicates how many boxes of product will fit on 1 pallet.
7. **P1** : Indicates the number of boxes that will fit in 1 eurocontainer.
8. **Price (box)** : It is the price of all the products in 1 box. Written in TL (Turkish Lira) basis.



## ÜRGÜP Grape Molasses 200ML

Analysis studies for 200ML Ürgüp Grape Molasses produced by Ürgüp Grape Operations Joint Stock Company are presented below.

### DOCUMENTS & CERTIFICATES

- Food certificate issued by the Ministry of Agriculture and Forestry
- Business registration certificate
- Laboratory analysis report & Packaging MSDS
- HALAL product certification
- Trademark Registration valid in Turkey

### TARGET MARKET NEEDS

The following documents and certificates are mandatory for you to enter the target market and sell your products, and your products cannot be traded without providing these documents and meeting the necessary conditions. Documents marked **RED show what you are missing.**

- Domestic Goods Certificate from the Ministry stating that it was produced in Turkey,
- **GOST-R certificate**
- Laboratory analysis report
- Packaging MSDS report

### CAPACITY INFORMATION

Only mass production of this product and other capacity information and potential production capacities are available below.

STOCK INFORMATION				
<b>READY STOCK</b>	48,000AD	2.000 PACKAGES	31 PALLETS	2 eurocontainers
<b>IN PACKAGE</b>	24AD	4 of 6-packs		
<b>MONTHLY PRODUCTION</b>	192,000AD	8,000 BOXES	125 PALLETS	11 eurocontainers
<b>3 SHIFT PRODUCTION</b>	576,000AD	24,000 BOXES	375 PALLETS	34 eurocontainer
<b>1 PALLET WEIGHT</b>	600KG	Gross including Box + Pallet + Product + Packaging		
<b>PRODUCT IN 1 PALLET</b>	1.536AD	64 PACK		

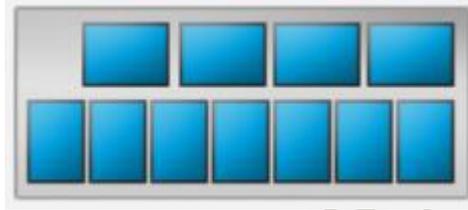
(GRAPH) Total monthly production capacity and stock chart+



## SETTLEMENT PLAN

According to the information below, you can create an example of price studies according to container loading and capacity.

When you place your products in a 20 eurocontainer, according to the layout plan below:



Europalet (80x120cm) standard EPAL size pallet to be used for the products to be loaded, and a total of 11 pallets (704 boxes and a total of 16,896 products fit.)





## TARGET COUNTRY INFORMATION

### LOCATION

Russia from northwest to southeast; It borders Norway, Finland, Estonia, Latvia, Lithuania, Poland (both with Kaliningrad Oblast), Belarus, Ukraine, Georgia, Azerbaijan, Kazakhstan, China, Mongolia, and North Korea. It is bordered by the Sea of Okhotsk with Japan as a maritime border, by the Bering Strait of Alaska, a US state, and by the Black Sea with Turkey. With an area of 17,098,246 km<sup>2</sup>, 17,234,135 km<sup>2</sup> with annexed areas, it is the largest country in the world and covers one-eighth of the Earth's living area.

### POPULATION AND TIME ZONE

Russia is also the ninth most populous country in the world with a population of 145.9 million as of 2021. Stretching across all of Northern Asia and much of Eastern Europe, Russia spans nine time zones and features a wide variety of environments and landforms.

### RUSSIA ECONOMY

The Russian economy is the ninth largest in the world by nominal GDP and the sixth largest by purchasing power parity. Russia has one of the world's largest mineral and energy resources and is one of the world's largest oil and gas producers. Russia is one of the five recognized nuclear-armed states and has the world's largest stockpiles of weapons of mass destruction. It is also one of the great powers, a permanent member of the UN and the UNSC, a member of the G20, the Council of Europe, the Asia-Pacific Economic Cooperation, the Shanghai Cooperation Organization, the Eurasian Economic Community, the Organization for Security and Cooperation in Europe and the World Trade Organization, and a leading Commonwealth of Independent States. is a member.

### MANAGEMENT

According to the Russian Constitution, the country is a republic with a federal semi-presidential system, while the President is the head of state; The Prime Minister is the head of government. The Russian Federation is governed by a multi-party representative democracy, and the federal government consists of 3 main powers;

Legislative: The bicameral Bundestag consists of the State Duma of 450 members and the Federation Council of 166 members. Making decisions on behalf of the country; It has the power to make and approve laws, declare war, ratify and reject treaties, and remove the President from office.



**Executive:** The Head of State is the head of the executive and the commander-in-chief of the armed forces. It has the right to veto laws passed by parliament and the power to appoint ministers and other officials.

**Judiciary:** Consists of the Constitutional Court, Supreme Court, Supreme Court of Arbitration and federal courts of first instance. Judges are appointed by the Federation Council and have the right to interpret laws and abolish laws they deem unconstitutional.

## POLITICAL SITUATION

In the parliamentary elections held on 4 December 2011 in Russia, in which the members of the 450 seats in the Federal Assembly Duma were determined, the United Russia Party came first with 49.32% of the votes, and the Communist Party came second with 20.46% of the votes. In the country where the 7% election threshold is applied, 4 parties succeeded in entering the parliament.

## EXTERNAL AFFAIRS

The Russian Federation is recognized in international law as the successor of the former Soviet Union. Russia continues to implement the USSR's international commitments and has assumed permanent membership of the USSR in the UN Security Council, membership in other international organizations, rights and obligations under international agreements, and property and debts. Russia has a versatile foreign policy. As of 2009, it has diplomatic relations and 144 embassies with 191 countries. Foreign policy is determined by the Head of State and carried out by the Ministry of Foreign Affairs.

## ADMINISTRATIVE SECTIONS





## CLIMATE & REGION

As a result of the country's size and many regions far from the sea, the humid continental climate prevails all over the country, except for the tundra and extreme southeast regions. The mountains in the south prevent the entry of warm air masses from the Indian Ocean, and the western and northern parts of the country are open to the effects of the Arctic and Atlantic.

Northern European Russia and the majority of Siberia have a subarctic climate. The interior of northeastern Siberia has very severe winters (mostly in the Sakha Republic, with record low temperatures of  $-71.2$  °C between the North Cold Pole), while other areas are milder. On the shores of the Arctic Ocean and the Russian Arctic Islands, the polar climate is dominant.

## ECONOMY

Russia has a market economy with enormous natural resources, especially oil and natural gas. Russia is the 9th largest economy in the world in terms of GDP (nominal) and the 6th largest economy in the world in terms of purchasing power parity. Since the beginning of the 21st century, high domestic consumption and greater political stability have supported economic growth in Russia. The real per capita GDP (PPP) (current international \$) was 19,840 in 2010. Growth was primarily driven by the trade of goods and non-services for the domestic market rather than the extraction and export of oil or minerals. The average monthly nominal salary in Russia was \$80 in 2000, while in early 2013 it was \$640. As of 2010, about 12.7% of the population in Russia live below the national poverty line, which has been significantly lowered from 40% in 1998 when the post-Soviet collapse was at its worst. Unemployment in Russia fell from 12.4% in 1999 to 6% in 2007. The middle class increased from just 8 million in 2000 to 108 million in 2013.

## AGRICULTURE

The total area of cultivated land in Russia was estimated at 1,237,294 km<sup>2</sup> in 2005, fourth in the world. Between 1999 and 2009, agriculture in Russia has grown steadily and the country has grown from a grain importer to the third largest grain exporter after the EU and the USA. Meat production, which was 6,813,000 tons in 1999, increased to 9,331,000 tons in 2008 and continues to grow.

The restoration of agriculture was supported by the government's credit policy, and assistance was provided to individual farmers and formerly privatized farms, which were Soviet collective farms still holding a significant share of farmland. Large farms concentrate on the production of grain and farm products, while small private household plots produce the country's most productive potatoes, vegetables and fruits.



The reach of Russian fishing fleets in the Atlantic, Arctic and Pacific oceans makes a significant contribution to the world's fish supply. In 2005, a total of 3,191,068 tons of fish were caught. Exports and imports of fish and seafood have grown significantly in recent years, reaching revenues of \$2415 million and \$2036 million since 2008.

## TRANSPORTATION

Rail transport in Russia is mostly monopolized by the state-controlled Russian Railways. Company accounts account for 3.6% of Russia's GDP, 39% of total freight traffic (including pipelines) and more than 42% of passenger traffic. The total length of common rail tracks exceeds 85,500 km, second only to the USA. More than 44,000 km of lines are electrified, the world's largest, with an additional 30,000 km of non-industrial common carrier lines. In Russia, unlike most of the world, railways use 1520 mm wide lines, and on Sakhalin Island, 957 mm 1067 mm decovil lines are used as an exception. Russia's best-known railway is the Trans-Siberian Railway (Transsib), covering 7 time zones and providing the world's longest continuous service, Moscow-Vladivostok (9,259 km), Moscow-Pyongyang (10,267 km) and Kiev-Vladivostok (11,085 km). ) works between

As of 2006, there are 933,000 km of roads in Russia, of which 755,000 km are paved with asphalt. Some of these make up the federal highway system. Road density is the lowest among all G8 and BRIC countries, due to Russia's large area.

## DEMOGRAPHIC STRUCTURE

According to the 2002 census, 79.8% of the Russian population is composed of Russians, the main element of the federation. Apart from the Russian population, there are also many ethnic groups. It is estimated that there are 160 different ethnic groups within the borders of Russia. Although the population of Russia is high compared to other countries; The number of people per km<sup>2</sup> is very low due to the large area covered by the country. The region where the Russian population mainly lives is west of the Ural Mountains and Northwest Siberia, which are geographically considered European lands. While 73% of the country's population live in cities, 27% live in rural areas. Russia is the 9th most populous country in the world in terms of population.

## ETHNIC GROUPS

The main ethnic groups in the Russian Federation, where 60 different ethnic groups live, are: 115.9 million Russians, 6.1 million Tatars, 2.9 million Ukrainians, 1 million 360 thousand Chechens, 1 million 130 thousand Armenians, 444 thousand Yakut Turks, 300 thousand Karachay and Balkar, 843 thousand Mordvin, 808 thousand White Russians, 622 thousand Azeris, 515 thousand Ossetians, 172 thousand Moldovans, 96 thousand Meskhetian Turks, 637



thousand Udmurts, 604 thousand Çirmiş, 233 thousand Komi, 125 thousand Komi-Permyak, 93 thousand Karelians, 445 thousand Buryats, 174 thousand Kalmyks, 41.3 thousand . thousand Nenets, 35.5 thousand Evenks, 16 thousand Chuksh, 29 thousand Khanty, 11.4 thousand Mansi, 230 thousand Jews, 597 thousand Germans, 1 million 637 thousand Chuvash, 1 million 637 thousand Bashkirs, 422 thousand Kumuks, 314 thousand Tuva , 90 thousand Nogay, 76 thousand Khakas, 67 thousand Altay, 7 thousand Dolgan communities. The numbers of Caucasian peoples are as follows: 814 thousand Avars, 580 thousand Kabardians, 510 thousand Dargis, 413 thousand Ingush, 411.5 thousand Lezgins, 198 thousand Georgians, 156.5 thousand Laks, 131.8 thousand Tabasaran, 140.5 thousand Adiges, 38 thousand Abaza live. With 182 ethnic groups, it is the country with the most ethnic groups in the world.

Rossiyane (Россияне) is a word used for citizens of Russia regardless of nationality (ethnicity). In most languages, this word is usually translated as Russian.

## LANGUAGE

More than 100 languages and dialects are spoken by 160 ethnic groups in Russia. According to the 2002 census, Russian is spoken by 142.6 million people. The second most spoken language is Tatar with 5.3 million and the third most spoken language is Ukrainian with 1.8 million. Russian is the only official language of the country, but in republics or other autonomous regions, other language or languages are also official along with Russian.

Despite the wide distribution, Russian is homogeneous throughout Russia. Geographically, it is the most common language in Eurasia and the most widely spoken Slavic language. Russian belongs to the Slavic branch of the Indo-European language family and is one of the three most important East Slavic languages, along with Belarusian and Ukrainian (sometimes Russic). Written examples of Old East Slavic are attested from the 10th century. Today, more than a quarter of the scientific publications in the world are published in Russian. A politically important language in the 20th century, Russian is one of the six official languages of the United Nations. Russian is written with the 33-letter Cyrillic alphabet.

## RESIDENTIALS

Of the 141 million Russian population, 73% are urban residents and 27% are rural residents. Today, Russia has two world cities, Moscow (alpha) and Saint-Peterburg (gamma).

Russia big cities and centers					
DESK	CITY	POPULATION	DESK	CITY	POPULATION
<b>one</b>	Moscow	12,100,000	<b>11th</b>	Ufa	1,090,000
<b>2</b>	Saint Petersburg	5,190,000	<b>12</b>	Krasnoyarsk	1,050,000



<b>3</b>	Novosibirsk	1,560,000	<b>13</b>	Perm	1,030,000
<b>4</b>	Yekaterinburg	1,420,000	<b>14</b>	voronezh	1,000,496
<b>5</b>	Nizhny Novgorod	1,250,000	<b>15</b>	Volgograd	1,000,000
<b>6</b>	Kazan, Tatarstan	1,200,000	<b>16</b>	Saratov	840,000
<b>7</b>	Chelyabinsk	1,180,000	<b>17</b>	Krasnodar	800,000
<b>8</b>	Samara	1,170,000	<b>18</b>	Tolyatti	710,000
<b>9</b>	Omsk	1,170,000	<b>19</b>	Izhevsk	640,000
<b>10</b>	Rostov-on-Don	1,100,000	<b>20</b>	Ulyanovsk	615,000

## RELIGION

Christianity, Islam, Buddhism and Judaism are Russia's traditional religions, all of which are part of Russia's historical heritage. The Russian Orthodox Church was the state religion of Russia before the revolution and was the country's largest religious institution. According to public opinion polls conducted by a research center in Russia, 63% of the participants defined themselves as Orthodox, 6% as Muslim and 1% as Buddhist, Catholic, Protestant and Jewish. 12% of them did not believe in any religion but believed in God and 16% defined themselves as non-religious. Easter is the most popular religious holiday in Russia and is celebrated by more than 90% of all Russian citizens, including a large number of non-believers and non-Christians. According to one source, more than three-quarters of the Russian population celebrates Easter by making traditional Easter cakes, dyed eggs and pasha. Since the Christianization of the Principality of Kiev in the 10th century, Orthodoxy has been the dominant religion in the country, with approximately 100 million citizens identifying themselves as Russian Orthodox Christians. 95% of the registered churches are under the auspices of the Russian Orthodox Church, although there are also some smaller Orthodox Churches. However, most of the people of the Orthodox faith do not go to church regularly. There are also minor Christian denominations such as Catholics, Armenian Gregorian and various Protestant churches.

## EDUCATION

Russia constitutionally offers free education to all citizens. However, entry to subsidized higher education is highly competitive. As a result of the great emphasis placed on science and technology in education, medicine, mathematics, science and space exploration are generally at a high level.

Since 1990, school education has been 11 years. Education in public secondary schools is free. University level education is free with some exceptions.



In 2004, the education budget amounted to 3.6% of GDP or 13% of the consolidated state budget. The government allocates funds to pay tuition within an established quota or number of students for each government institution. In higher education institutions, students are paid a small scholarship and provided with free housing.

The oldest and largest Russian universities are Moscow State University and Saint Petersburg State University. In the 2000s, with the aim of creating higher education and research institutions of comparable scale in Russia's regions, the government began a program of establishing federal universities, mostly by merging existing major regional universities and research institutes, and by private funding. These new institutions are Southern Federal University, Siberian Federal University, Kazan Volga Federal University, North-Eastern Federal University and Far Eastern Federal University.

## HEALTH

In the Constitution of Russia, free universal health services are guaranteed for all citizens of the country. However, free health service can sometimes be limited due to compulsory registration in practice. While there are more doctors, hospitals and health workers per capita in Russia than in almost any other country in the world, since the collapse of the Soviet Union the Russian population has decreased significantly as a result of health, social, economic and lifestyle changes and the average life expectancy 2006-09. The trend has reversed in recent years, with an increase of 1.4 years for men and 2.4 years for women between

As of 2009, life expectancy in Russia is 62.77 years for men and 74.67 years for women. The relatively major cause of low life expectancy in men is the high mortality rate among working-age men. The majority of deaths occur from preventable causes such as alcohol poisoning, smoking, traffic accidents and violent crime. A large gender gap in life expectancy and World War II. As a result of the lasting effect of the great losses suffered in World War II, the gender imbalance continues today and there is 0.859 men for every woman.

## KITCHEN CULTURE

Russian cuisine is especially known for soups, poultry, fish dishes and savory pastries. Cabbage soup, schchi, borscht, blini, Kiev chicken, Russian salad and Böz Stroganoff are the most well-known Russian dishes. Vodka is the national drink of Russia.

## BRAND RESEARCH

The brand inquiry made in Russia for Ürgüp Molasses, the product of Ürgüp Üzüm İşletmeleri Anonim Şirketi, and the recommended Russian Brand information are presented below.



**THE CONTENT OF THIS**  
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**REAL REPORT.**

KAYEL GROUP DEMO REPORT  
INFORMATION IS PREPARED AS A DEMO

## **SUGGESTIONS**

The following suggestions for Ürgüp Molasses, which will take place in the Russian market, are presented to your attention:



- Job description of the person who will work as a marketing personnel and what qualifications they should have
- Name similarities and meaning questioning of your product and brand in Russia
- Domain addresses that you need to get that will end with the RU extension
- Graphical analysis of product packaging
- Training planning for vendor and staff
- Social responsibility activities
- Detailed information about advertising activities

**THE DETAILED**  
**CONTENT OF THE TOPICS**  
**IS ONLY IN THE REAL**  
**REPORT.**

**MARKET RESEARCH**

The market researches for Ürgüp Molasses are presented below for your attention.



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**REPORT.**

KAYEL GROUP DEMO REPORT  
INFORMATION IS PREPARED AS A DEMO



## COMPANY CONTROLS

For a potential sale to be made by Ürgüp Üzüm İşletmeleri Anonim Şirketi to Russia, the controls were carried out as follows and relevant inquiries were made in order for the company to take place in the market.

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INFORMATION IS PREPARED AS A DEMO



## PRICING STRATEGY

In order for the product named Ürgüp Molasses, produced by Ürgüp Üzüm İşletmeleri Anonim Şirketi, to take place in the relevant market, it is recommended to apply the pricing strategy below when its competitors, market situation and country demographic structure are examined.

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## POTENTIAL BUYERS

The detailed information of the sectoral and central companies where the product named Grape Molasses (200ml) produced by Ürgüp Grape Operations Joint Stock Company can be actively sold in the Russian market is given below. Please pay attention to the following issues during the negotiations with these companies and make reference to the topics and market researches explained in the advertisement section for marketing activities. In this way, you will take concrete steps to turn your potential customers into real customers.

### FUNDAMENTAL INTERVIEWS OF THE COMPANY:

- Send an e-mail to the companies about your company's promotions and products.
- Make sure that you send an e-mail by calling the companies within 1-2 days of sending the e-mail and it is directed to the relevant people.
- After 1 week, indicate that you want to meet with the person concerned and try to learn their thoughts about your products.
- When you follow the companies and see their success, which is the subject of the news, send a congratulation and congratulation by e-mail, including your company information.

### SUGGESTIONS:

- When your sales start, send an e-mail to other companies that did not receive a response, as if you were sending a general e-mail, as if our product was on the shelves in the Russian market with the following brand name, do not forget that the customers who did not return are still your potential customers.

KAYEL GROUP DEMO REPORT AS A DEMO  
INFORMATION IS PREPARED AS A DEMO



## Альфа (Alpha)

Alfa is the largest wholesale food retail chain in the Russian market. In the trades to be made with this company, your products will be placed in 1000 stores at the same time.

### COMPANY INFORMATION

<b>Minimum order quantities:</b>	2 eurocontainers
<b>Customer base:</b>	middle, rich
<b>Solvency:</b>	Available
<b>Possibility to reorder:</b>	Yes
<b>Website:</b>	alpha.ru
<b>Phone number:</b>	Санкт-Петербург +7 (812) 740-54-70 (St. Petersburg) Москва +7 (495) 684-18-33 (Moscow) Мурманск +7 (815) 225-32-01 (Murmansk)
<b>E-mail address:</b>	



### DETAILED INFORMATION

There are Alpha chain markets and shopping centers within the same group.

It is listed on the Russian stock exchange.

It received an energy efficiency award in 2017.

It has an office in Turkey to carry out marketing activities.



## Фрутомания (Frutomania)

Frutomania is a fruit retail chain. In the trades to be made with this company, your products will be in 100 stores at the same time.

### COMPANY INFORMATION

<b>Minimum order quantities:</b>	1 eurocontainer
<b>Customer base:</b>	middle, rich
<b>Solvency:</b>	Available
<b>Possibility to reorder:</b>	Yes
<b>Website:</b>	frutomania.ru
<b>Phone number:</b>	+7 (495) 215-05-99
<b>E-mail address:</b>	frutoman@mail.ru



### DETAILED INFORMATION

Frutomania chain of markets also owns its own farmland.

It is superior in the Russian market in cold pressed fruit juices and organic drinks class

In 2019, it increased its market share by 35%.



## Голден Эпл (Golden Epl)

Golden Epl is a chain of retail food stores. In the trades to be made with this company, your products will be placed in 120 stores at the same time.

### COMPANY INFORMATION

<b>Minimum order quantities:</b>	1 eurocontainer
<b>Customer base:</b>	middle, rich
<b>Solvency:</b>	Available
<b>Possibility to reorder:</b>	Yes
<b>Website:</b>	goldapple.ru
<b>Phone number:</b>	+88007707021
<b>E-mail address:</b>	b2b@goldapple.ru



### DETAILED INFORMATION

Golden Epl chain of markets is the largest market in e-commerce and sales.



**THE CONTENT OF THIS**  
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**REPORT.**



## TRADEGROSS PROFILE INFORMATION

With the report, the TRadeGross profile of Ürgüp Üzüm İşletmeleri Anonim Şirketi was created and put into use by us. Also added products.

PROFILE:

<https://www.tradegross.com/company/urgup-uzum>

Manufacturers, Suppliers, Exporters & Importers From Turkey, Online B2B Marketplace

Franchise Application Requests & Offers Companies Badges Packages Faq Bulletin

TRadeGross  
Trade Global

HOME PRODUCTS PAGES NEWS & BLOGS HELP CONTACT

Urgup Uzum Isletmeleri

### ABOUT URGUP UZUM ISLETMELERI

STAFF INFO		FINANCE INFO	
Number of staff	Number of R&D staff	Capital	Annual Revenue (yearly)
60	10	\$3.500.000,00	\$5.000.000,00

COMPANY HISTORY		FACILITY INFO	
Year of foundation		Open area	Closed area
2022		14000m <sup>2</sup>	3000m <sup>2</sup>

COMPANY VIDEO

Sinasos - City of the Sun - Mustafapasa - Old Greek Stone Houses - Cappadocia - ...

Ambiance Triptych

izlemek için: YouTube

REPORT A DEMO

INFO



HOME PRODUCTS ▾ PAGES ▾ NEWS & BLOGS HELP CONTACT



## Urgup Uzum Isletmeleri

### Urgup Uzum Isletmeleri



- › About Company
- › Portfolio
- › **International Trade**
- › Products
- › Photo Gallery
- › News & Blog
- › Contact

#### LANGUAGES SPOKEN

These languages are spoken in this company:

English

Russian

Turkish

#### ACCEPTED PAYMENT TYPES

This company accepts these payment types:

Cash Payment

Letter of Credit

#### SHIPPING & LOGISTICS

This company accepts these shipping & logistic types:

EX WORKS (EXW)

COST, INSURANCE AND FREIGHT (CIF)

#### AFTERSALES INSPECTION

This company accepts these areas for aftersales inspection:

CUSTOMS

WAREHOUSE

FACTORY

MANUFACTURING

SERVICE

LOGISTICS

#### NOT SELLING

This company would not like to sell products to these countries:

Afghanistan (AF)

Armenia (AM)

Manufacturers, Suppliers, Exporters & Importers From Turkey, Online B2B Marketplace

Franchise Application Requests & Offers Companies Badges Packages Faq Bulletin



HOME PRODUCTS ▾ PAGES ▾ NEWS & BLOGS HELP CONTACT



Home > Food & Beverages > Foods > **Sweet & Candies**



### Urgup Pekmezi 200ML

TRadeGross Stock No: 0621668778457

\$4.00 **\$3.90 3% OFF**

Stock: 48000 PCS MOQ: 24000

Get An Offer

#### Product Tags

PEKMEZ

GRAPE MOLASSES

BOILED GRAPE JUICE

#### Product Infomation

Urgup Pekmezi 200ML also known as Pekmez made in Turkey

This product manufactured by the seller.

Country of origin: **Turkey**

#### Sample Product Available

MSQ: 10 OSP: \$10 SWS: \$20

#### SELLER DETAILS

Urgup Uzum Isletmeleri



Member since: 18 Nov 2022

DESCRIPTION VIDEO ENQUIRY FORM INTERNATIONAL TRADE INFO

Urgup Pekmezi 200ML also known as Pekmez made in Turkey



## COSTS

The graph of the possible costs of the products sold abroad by Ürgüp Üzüm İşletmeleri Anonim Şirketi until the delivery stage is given below.

GENERAL COSTS	
Customs clearance fee:	
Port expenses:	
Warehouse declaration:	
Logistics:	
Bank cuts:	
Warehouse services:	
Unexpected expenses:	

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## ADVERTISING PLANNING

A sample advertisement plan of Ürgüp Üzüm İşletmeleri Anonim Şirketi has been prepared for advertising and digital advertising purposes in the target market, and it is recommended to act on this template when advertising activities will be carried out in the future. Existing ad scheduling and updated content are listed below.

The digital advertising plan for Ürgüp Üzüm İşletmeleri Anonim Şirketi is calculated on the basis of the company promotional video or the promotion of a product. It is thought that it is necessary to work together with an agency for this whole business and transactions for which a heavy budget will be allocated, and the workflow is shown below.

### AD SHARING WORKFLOW

1. The foreign trade department will be provided to determine which days are official holidays in Russia and the keywords and phrases that we need to appear in Google results. (Foreign trade)
2. Taking into account the determined holiday times, those responsible for Russia will be determined. (Foreign trade)
3. Topics such as Hashtag, Web Link, Explanation Text for the content to be published will be prepared very quickly and translated, subtitles will be added to the determined videos. (Computing)
4. A video will be published on the main page of Ürgüp Üzüm İşletmeleri Anonim Şirketi websites, the video screen will remain as long as the skip button is not pressed.
5. Posts and advertisements will be made from Ürgüp Üzüm İşletmeleri Anonim Şirketi social media accounts, and 1-minute short versions will be advertised on Twitter and LinkedIn. (Computing)
6. After the shares are made, 3-4 days will be waited for the local interactions to end. (Computing)
7. Ads will start running on the specified dates. (Agency)
8. At the end of the first week, a 2-day break will be made, and a budget revision (if needed) will be made by determining the advertising performance of the previous week, the regions to which the return is made and the regions where there is no return (Agency)
9. Ads will be completed and reporting will be prepared and screenshots and payment information will begin to be prepared for the incentive (Agency)
10. A video link will be provided with a QR code to be created by Information Processing in magazines, printed swallows and posters, offers sent to customers and in some letterheads. (Computing / agency) (Continuous)
11. Control of incentive documents and preparation of files (Foreign trade)
12. According to the report, if repeating the ads will be beneficial, the next month's digital advertising plans will be made (Computing)

Before the advertisements are broadcast, a form should be created about which personnel will be responsible for the Russian Federation, and country information forms must be filled



according to this form. Which personnel should be assigned for the country, backup of the personnel should be established, the personnel should be able to work at night according to the time differences in order to increase the response rate after these advertisements, and it is necessary to make plans such as reinforcement personnel for quick returns.

Since the data of this target country will be extracted and the number of people to be reached will be determined in order to determine the advertising budget need, no one can see your ads due to the time difference of up to 12 hours when the time zone is taken into account, or when they see it, no one will respond when you call for a return, and thus, the potential customer will be lost. There is a possibility that you may miss it.

There are some forms that must be prepared by the foreign trade department before the advertisements are published. In the light of this information, advertising plans and budgets should be made and a study should be exhibited on how the resource can be used most efficiently. By means of a form, an example of which is shown below, studies can be carried out in a way that is resource efficient and the budget is visible.

RUSSIAN FEDERATION ADVERTISING INFORMATION FORM	
City	
Public holidays (Months to be advertised)	
Time zone (like +2)	
Target group	
<b>DESCRIPTIONS TO SEARCH IN OWN LANGUAGE</b> (Translations in the country's own language)	

In general digital advertising planning, the advertising period should not exceed 2 weeks, weekends and public holidays should not be included in order to use the budget efficiently.

It is not enough to control only the shares and interactions of the product or video to be promoted, and because the agency will work with it, feedback should be constantly followed. These reports must include the following information and must be partially categorized.

## INFORMATION REQUIRED IN ADVERTISING REPORTING

### 1. BASIC REPORT



- a. Basic reporting should include an estimate of the target audience in the target country and their maximum reach.
- b. The current situation such as the number of access to the website, the number of Facebook likes and followers, Twitter followers, the total number of views on Youtube and the number of subscribers should be reported before the advertisement begins.

## **2. INTERIM REPORT**

- a. Ürgüp Üzüm İşletmeleri Anonim Şirketi will report the number of returns made through the country after 1 week has passed from the date of advertisement on a country basis. This information should also be included in the report.
- b. If the return is positive, the country's advertisement will be completed, and if it is negative, its budget will be transferred to another country.
- c. The information in the basic report will be updated and the beneficial parts and harmful parts will be reported.

## **3. MAIN REPORT**

- a. Based on the basic report, the advertisement period has been completed, the returns have been made, the benefits and losses, total access information, likes, follow-up and subscriber increases will be stated in this report.
- b. As the agency's opinion, negative situations will be determined and stated in the report, and the measures to be taken will be notified.
- c. Information will be presented about the analysis of digital advertisements with our industry and the social media / digital advertising platforms whether to continue the advertisements, to be present or not.

Before the advertisements are broadcast again, state supports must be researched. At this stage, the budget items are determined and the daily amount of budget can be allocated in which channels according to the support rates in the countries where state support is provided should be calculated and tabulated.



## SOCIAL RESPONSIBILITY PROJECTS

Ürgüp Üzüm İşletmeleri Anonim Şirketi may carry out various social responsibility projects that can be shared in various channels in the Russian market or to increase the awareness of the company. Among these projects, the ones that are considered suitable for the institution are presented below.

- 1) Studies on green energy
- 2) Paper/Plastic/Battery/Blue Cover/Waste management studies
- 3) Smoking Cessation Campaign
- 4) Cultural and art activities such as exhibitions (Ürgüp Grape Enterprises Joint Stock Company Culture and Arts)
- 5) Special studies for women
- 6) Activities that can be done for stray animals (such as bird houses, dog kennels)
- 7) Activities for the disabled
- 8) Educational supports/Scholarships (Scholarship application form can be added to the website)
- 9) Relief activities for disaster situations
- 10) International holiday draw for the staff (3 people) with their family
- 11) Sponsorship requests (can also be a postable form on the website)
- 12) Activities that can be done on behalf of personnel health (such as a bicycle race football tournament)
- 13) Special bulletins for employees' families, in-house bulletin
- 14) Volunteer escort / Other hospital activities
- 15) Flower pot campaign for all staff
- 16) Activities to increase the quality of life of the elderly (such as home repair, cleaning, chimney cleaning)
- 17) Creating a list of volunteers for social responsibility projects
- 18) Respect for history / Restoration sponsorship
- 19) Tour trips to another city collectively with staff



## GOVERNMENT SUPPORT OF THE REPUBLIC OF TURKEY

The following information is available on the support provided by the Republic of Turkey during and after a sale to the Russian Federation.

### **FINANCIAL SUPPORT:**

1. Export Credits
2. Credit Insurance
3. International Loans.

### **BEFORE SALES SUPPORT:**

4. Fair Supports.
5. Overseas Unit, Brand and Promotion Supports.
6. Market Entry Documentation Supports.
7. Design Supports.
8. Turquality and Brand Supports.

### **AFTER SALES SUPPORT:**

1. Freight support.
2. Support payments made by the Ministry of Treasury and Finance.

### **IMPORTANT**

For these supports and incentives, timeliness must be checked, consulting firms dealing with these issues must be consulted, and the announcements of the relevant ministries must be followed.



## STATE SUPPORT OF THE RUSSIAN FEDERATION

The following information is available about the support provided by the Russian Federation during and after a possible sale to the Russian Federation.

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### IMPORTANT

For these supports and incentives, timeliness must be checked, consulting firms dealing with these issues must be consulted, and the announcements of the relevant ministries must be followed.



## WEBSITE ANALYSIS

The domain address expires on May 26, 2022, it is recommended to buy it for a long time. Images on the website must be compressed and published with the WEBP extension.

1. Home page slider designs need to be rebuilt, it will become more corporate visually with a more suitable slider.
2. The professional shooting of the projects that will be references and the references to be entered on the site should be filled with quality content in this way.
3. All products on the site will be checked, and if there are deficiencies, they should be completed and the work on new content or new content should be done separately. The publication of product photos on the site with a standard background image shows institutionalism.

Ürgüp Üzüm İşletmeleri Anonim Şirketi's up-to-date website has some improvements to be made and issues that need attention, and are listed below.

- The language selection option on the website appears as ENGLISH, instead it would be healthier to see a link in the form of LANGUAGE and language options in the drop-down menu.
- The number starting with +90 is not available in the upper header section.
- The Pagespeed insights score is 71 for desktop and 66 for mobile. The fact that these numbers are in the 80-90 band affects advertising and higher rankings.

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## OPEN SOURCE ANALYSIS

- The biggest factor that will affect this score is the use of PNG and JPG uncompressed images instead of WEBP in the graphics used on the website.
- When the Ürgüp Üzüm İşletmeleri Anonim Şirketi search is made in the news section, no news about the company appears on the first 3 pages.
- It is necessary to make paid news at least 2 times a year.
- Urgup Grape Enterprises Incorporated Searching on Google sometimes turns up the wrong Google Business content (Ekart Enerji Yapı)
- Removing and re-verifying from Google Business may fix the problem.

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### SOCIAL MEDIA MANAGEMENT

The following suggestions should be considered in order for Ürgüp Üzüm İşletmeleri Anonim Şirketi to achieve a better position in social media channels and to be managed more decisively.

1. Urgup Grape Facebook page
  - a. Creating a large audience (250 people per month, in total 3000 new likes in a year)
  - b. Increasing the target audience (Monthly advertising planning such as electricity boards)



- c. Bringing the number of place notifications to around 500 within the year
  - d. Opening a job application in positions such as engineering, 1 in 2 months
  - e. Why Prepare content such as Ürgüp Grape
2. Even if it is not for every share, buying licensed photos for general use and placing these photos to be used for sharing in the template will ensure that more interactive content is published with better views.
  3. It is necessary to attract irrelevant subscribers to the Youtube channel, so that the videos will appear higher in the search words while they normally appear in the lower ranks.
  4. Youtube video advertising needs to be used at least once a year, it is necessary to prepare serious videos, turn photos into videos, create render videos and choose the one that is worth advertising, and then share it after making an advertisement planning. With Youtube, you can get the chance to reach the customer more specifically.
  5. Through YouTubers, the perception that the products to be made using Ürgüp Molasses are more delicious and have a better consistency should be created.
  6. The social media content to be advertised must be determined and all planning, texts, keywords, text preparation and text translations, that is, everything must be ready 1 week in advance.
  7. Since the social media of Instagram is for more personal uses, it is necessary to convey the art and spirit of the work done in documentary style, such as the sharing of landscapes from the region where the products are produced, and the journey of the grapes, instead of the product.
  8. While the number of Instagram followers increases as you use tags, it is also beneficial for the interactions of industry employees, but there is no harm in bringing the number of followers between 150-500 per month and Instagram ads can be prepared.
  9. Alternative advertisements can be made for LinkedIn, sending messages to the message box and sponsored sharing of the shared content can be considered as examples.
  10. First of all, by sharing the product photo, "What do you think is the biggest feature that distinguishes Ürgüp Molasses from others?" It will be more impressive to interact with followers in the form of After the accumulated comments , the number of interactions can be increased by publishing the video and sharing it as "Preparation in hygienic environments has been chosen as the biggest feature by our users ".
  11. In all social media channels, at least 1 corporate post per month and at least 1 product-related post should be made.
  12. Shares of important days should be excluded from these shares.
  13. Social media accounts should also be opened for the Russian target market, with the logic of "think globally, act locally", one should not be silent about important days and important events in Russia, and social bonds should be established with the public.
  14. Especially in the Instagram account, different images should be used as much as possible, and frequent use of the same images should be avoided.



15. Especially when making video and photo shoots inside the factory, it must be ensured that the environment is clean and that the personnel comply with all hygiene rules.
16. At the same time, it should be ensured that the personnel in the factory use occupational safety and hygiene equipment.
17. Posts such as New Year's celebrations, oil lamps and holiday greetings, which were used in the posts in previous years, must be removed when the new year comes.
18. In order to increase the number of subscribers and followers in social media channels, it is necessary to inform all personnel first and then include them in standard advertising planning.
19. When the social media interactions of the company personnel are encountered in important events such as a negative comment, the possibility of escaping the official's eyes is reduced.

In the first place, support can be obtained from an outside company for social media management and the company can focus on its main issues. When the advertising department is established, you can attract it to your own organization and organize the agenda follow-up plans.

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## GENERAL ADVERTISING WORKS

The Ürgüp Üzüm İşletmeleri Anonim Şirketi's policy should be established for general advertising activities, except for planned advertisements, so that it can reach new and potential customers more. In this context, studies on the following subjects are recommended.

1. Company general promotional videos need to be renewed or a new scripted commercial should be made.
2. Advertisements should be given to world-renowned food magazines about molasses, and it should be known that the returns will not be fast.
3. Outdoor advertisements such as billboards need to be more focused in order to increase brand awareness in Russia.
4. At the end of each year, a meeting should be held regarding the annual advertising & promotion work, including the General Manager of the Company, with advertising, IT, managers and external consultants or agency officials, and all suggestions should be discussed comfortably. The meeting should never be interrupted, even if this meeting lasts for 1 overtime, everything to be done meticulously should be finalized with clarity. Goals should be set and goals that have been reached or not reached at the end of the year and that are above the forecast should be discussed.
5. At the meeting to be held at the end of the year, it is necessary to determine the amount of reduction or increase by discussing where the free budget added in the previous year was spent, what benefits are seen, how much budget is left, whether the budget is sufficient or not.
6. In Russia, a one-page website should be created for the promotion of the product, the addresses of the places where the product will be sold, and links for website sales, if any.
7. New customers and potential customers coming from all these channels should also be reported when all these studies are in progress or take action.
8. Since these studies, taken as a whole, cover a system that will fully settle in the future; It is the misconception that anything to be done will produce immediate and unexpectedly good results.
9. It is a process and not every job will work perfectly, but these studies will ensure that the control is broad and general where the company will be completely in control.
10. In order to develop the Russian market where the product will be sold and to increase dominance in the market, the issues mentioned in this report in detail should be discussed with the buyer after the first sale.
11. It is a fact that the actions to be taken after these negotiations will pave the way for the next orders and the market awareness of the sold product will increase and there will be results.



## POTENTIAL COMPETITORS

The potential competitors of Ürgüp Üzüm İşletmeleri Anonim Şirketi in the Russian market are listed below.

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## PRIORITY ISSUES

In order for Ürgüp Üzüm İşletmeleri Anonim Şirketi to be able to sell Ürgüp Molasses in the Russian market, the existing systems and the most prioritized procedures are listed below.

1. When the products are delivered to the buyer after the sale, after the buyer's checks, the after-sales support unit must contact the buyer to learn and report the condition of the products, whether they are intact and if there are any problems.
2. After the sale, the buyer should be contacted again within 1-2 months, and opinions should be exchanged about the advertising activities and activities to increase the market share in this report, and the contact should be maintained for the customer to purchase again.

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## REPORT CONCLUSION

The current situation of Ürgüp Üzüm İşletmeleri Anonim Şirketi to enter the Russian Federation market has been examined, and the revisions and works that need to be done, the costs of the works and transactions to be made, market research and advertising services, and the issues to be considered for the product to be kept in the market have been examined in a wide range.

All sections in this report have been specially prepared based on the information specified in the request forms of Ürgüp Üzüm İşletmeleri Anonim Şirketi and should not be thought to have the same effect in every institution and organization.

Research on buyers, competitors and products in the report has been prepared only as DEMO and the information it contains has been published unsupervised on RANDOM data.

Some of the attitudes and behaviors that the personnel will adopt regarding the operation of the system have also been detailed and the criteria for how applicable the general working principles will be determined.

It was stated which of the productivity-enhancing suggestions, changes and revisions could be applied to Ürgüp Üzüm İşletmeleri Anonim Şirketi, and the final decision was left to the company in order to keep the company in the market.

This consultancy services report is **68 pages by us**. It has been prepared as a form and will be presented together with other attachments and will be forwarded via e-mail.

On behalf of Kayel Yazılım Teknoloji Bilişim Danışmanlık Ticaret Limited Şirketi and Kayel Group Real Estate Consulting Foreign Trade Limited Company;

**Salih T. - Esra G. - Elena S. - Emir B. - Şerife Ç.**  
**30.12.2022**