

Setting up your business in Turkey

*Finding the right path to
improve your business*



If you are considering opening up a new affiliate in Turkey or if you have just done so, Deloitte Turkey can be your partner in achieving this challenging task in all aspects of your requirements.

Our experienced professionals can:

- understand your specific business needs and advise on how to adopt to management needs in the Turkish market,
- advise on Turkish fiscal matters,
- assist you in all stages of establishing a fully functioning company,
- help you set up your marketing and sales organization in a way that can succeed in the dynamics of the Turkish market,
- be flexible and provide tailor made services to your specific needs.

Fiscal Advice

Our experts can guide you in choosing the appropriate legal corporation structure to meet your specific needs. They can also support in competing all legal administrative work required in the incorporation phase of the company. Our fiscal advice services extend to the life of your company with comprehensive consulting services.

Mergers & Acquisitions

You may decide instead of starting from scratch, you would prefer to acquire a Turkish company already working in your field of expertise. Our Mergers & Acquisitions professionals can assist you in this venture.

We have significant M&A experience in a wide range of industries. Therefore, we can understand your specific M&A needs. We can guide you in all stages of the transaction including negotiations if needed.

Strategic and Operational Management

For establishing an efficiently performing company you will need to identify the local strategies and closely monitor the performance of your new company against these strategic targets. We can help you in defining these local strategies and establishing the necessary tools and systems for an effective corporate performance management process.

We can assist in setting up strategic targets and business plans, identifying key performance indicators, designing and implementing management reports and information systems. Furthermore, we can design individual performance systems linked with corporate performance to ensure your employees are also working to achieve the same targets.

We can also help you set up the appropriate business processes and organization structure.

Marketing & Sales

To tackle a new market, you will need the appropriate marketing & sales strategies and structure. We can assist in identifying customer relations strategies, market and customer segmentation with the local profiles, establish your customer relationship management processes and systems. We can also work with you in identifying the right business partners.

Information Technology

We can define business requirements and implement information systems to enable your new organization to efficiently function from day one. We are business partners with Oracle and SAP in the ERP technologies area, and have alliances with leading customer relationship management softwares.

Human Capital

Recruiting the right human resources may be a key to your field success in the Turkish market. We can identify and manage the recruitment process of your local resources. We can also design the appropriate human capital systems such as compensation schemes, career plans and performance systems.



**DRT Denetim Revizyon Tasdik
Yeminli Mali Müşavirlik A.Ş.**

Büyükdere Caddesi
Yapı Kredi Plaza, B Blok, Kat 6,
34330 Levent, İstanbul
Tel: 90 (212) 339 84 00
Fax: 90 (212) 339 84 84

Armada İş Merkezi
A Blok, Kat:7, No:8,
06510 Söğütözü, Ankara
Tel : 90 (312) 295 47 00
Fax : 90 (312) 295 47 47

www.verginet.net

www.deloitte.com.tr

Deloitte refers to one or more of Deloitte Touche Tohmatsu, a Swiss Verein, its member firms, and their respective subsidiaries and affiliates. Deloitte Touche Tohmatsu is an organization of member firms around the world devoted to excellence in providing professional services and advice, focused on client service through a global strategy executed locally in nearly 150 countries. With access to the deep intellectual capital of approximately 135,000 people worldwide, Deloitte delivers services in four professional areas—audit, tax, consulting and financial advisory services—and serves more than one-half of the world's largest companies, as well as large national enterprises, public institutions, locally important clients, and successful, fast-growing global growth companies. Services are not provided by the Deloitte Touche Tohmatsu Verein, and, for regulatory and other reasons, certain member firms do not provide services in all four professional areas.

As a Swiss Verein (association), neither Deloitte Touche Tohmatsu nor any of its member firms has any liability for each other's acts or omissions. Each of the member firms is a separate and independent legal entity operating under the names "Deloitte", "Deloitte & Touche", "Deloitte Touche Tohmatsu", or other related names.

Designed by p56.
Copyright ©2006 by Deloitte Touche Tohmatsu. All rights reserved.

Member of
Deloitte Touche Tohmatsu