

# Atatürk Anatolian High School

## Turkey - Aksaray

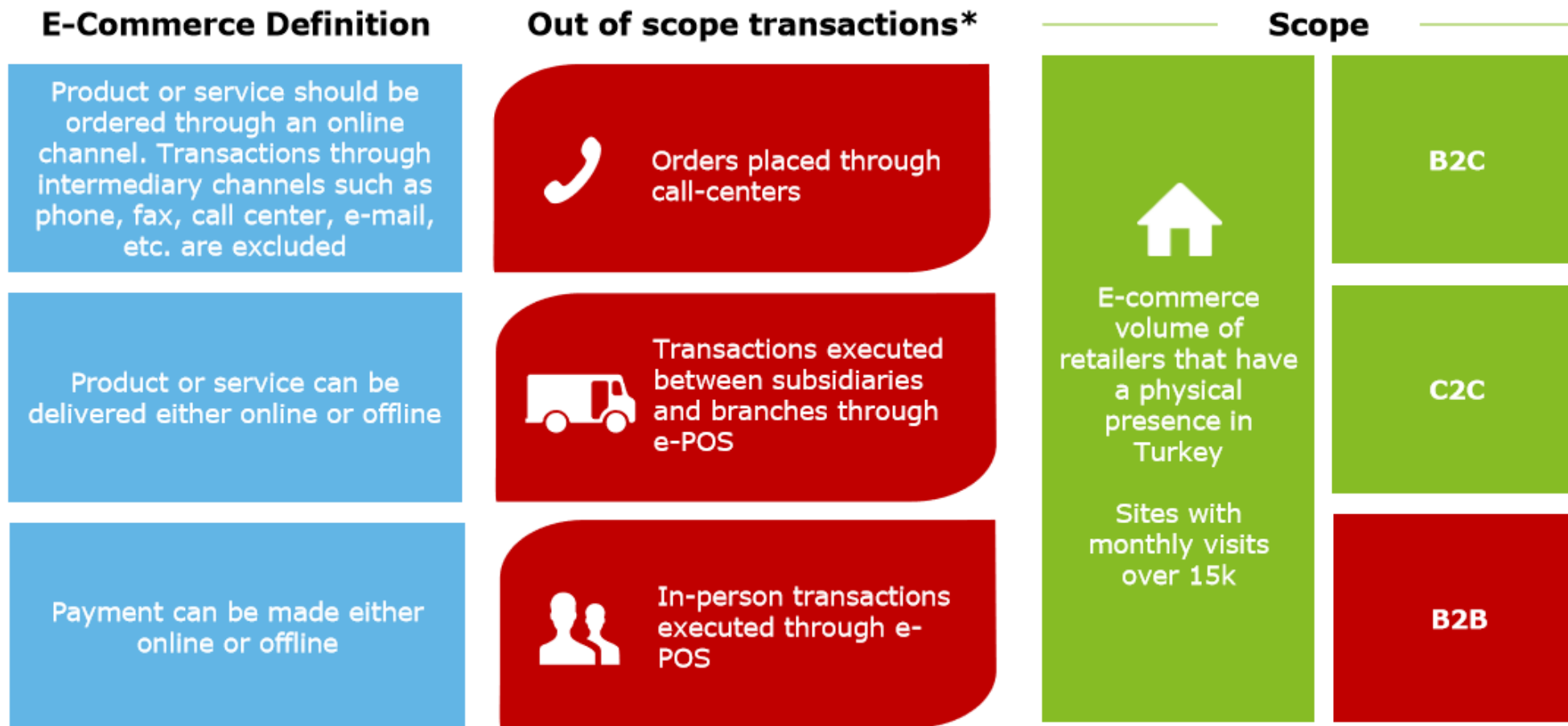


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Erasmus+ Programme  
of the European Union



# E-commerce definition and estimation model

# E-Commerce definition and scope



\*Transactions that are not considered B2C e-commerce although being executed through an e-POS



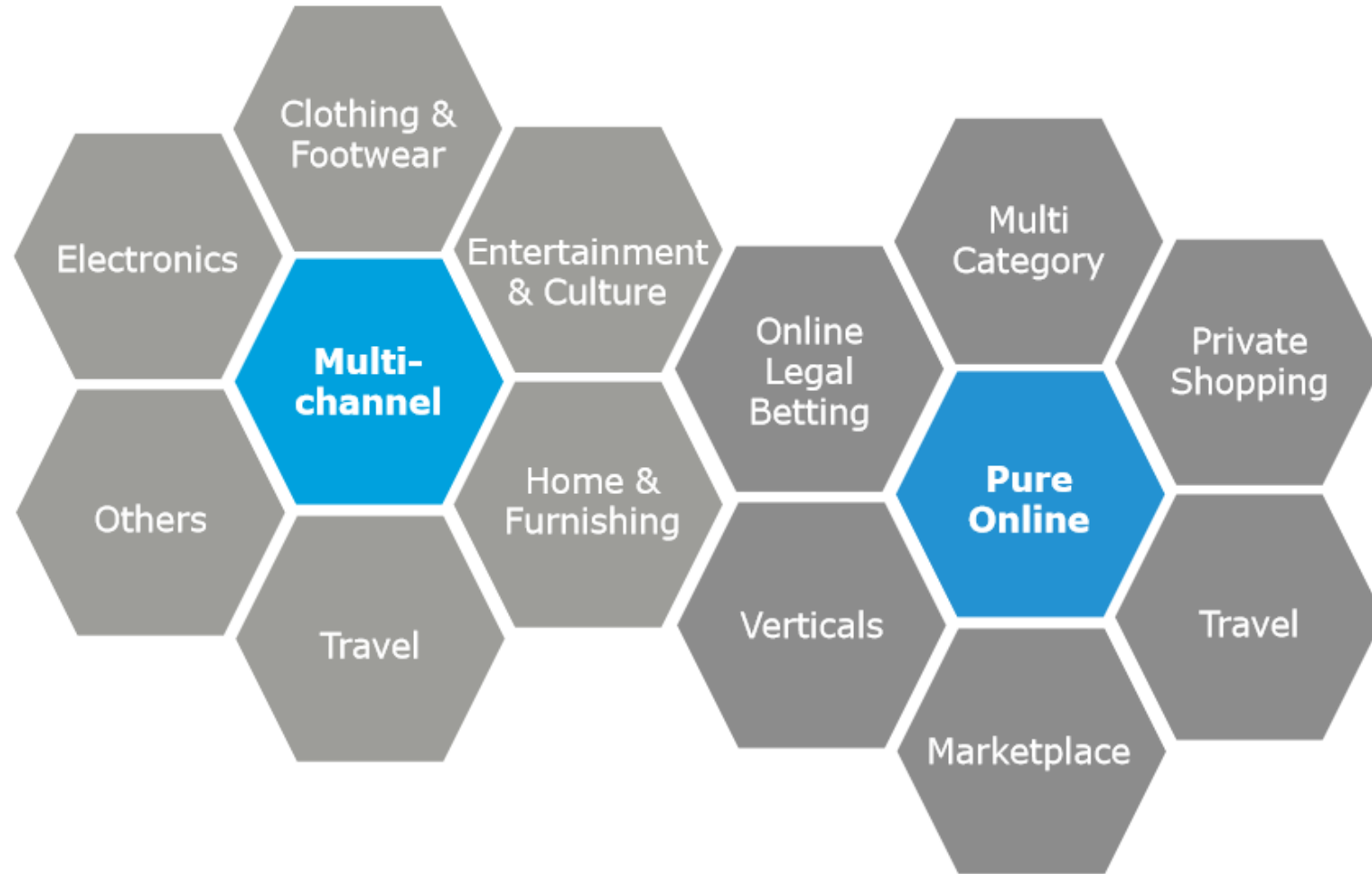


# E-Commerce ecosystem and scope

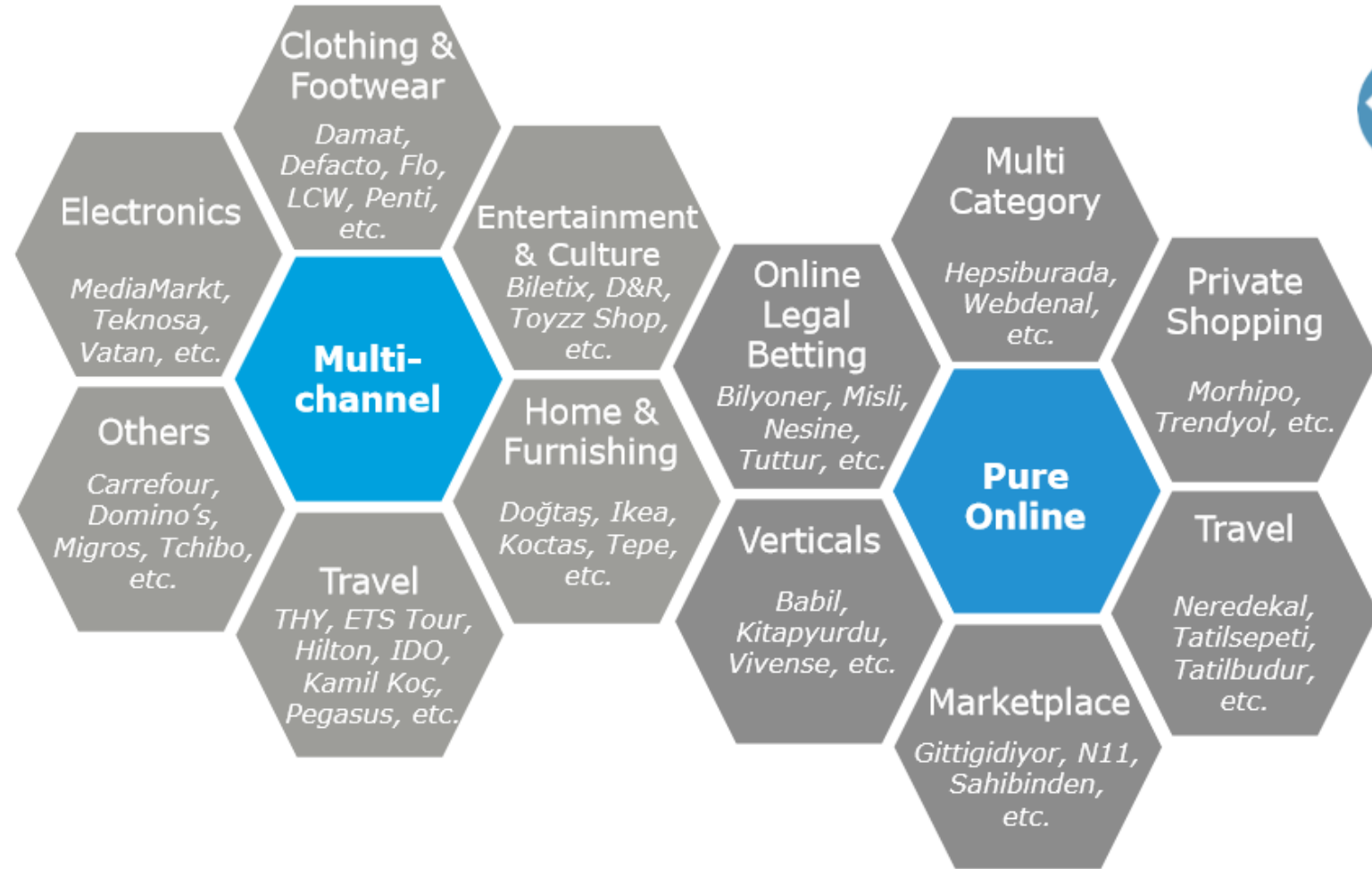




# Scope of estimation model



# Scope of estimation model





# E-Commerce market size

# E-Commerce market size in Turkey (billion USD)

2013-17 Average Annual Growth

32%

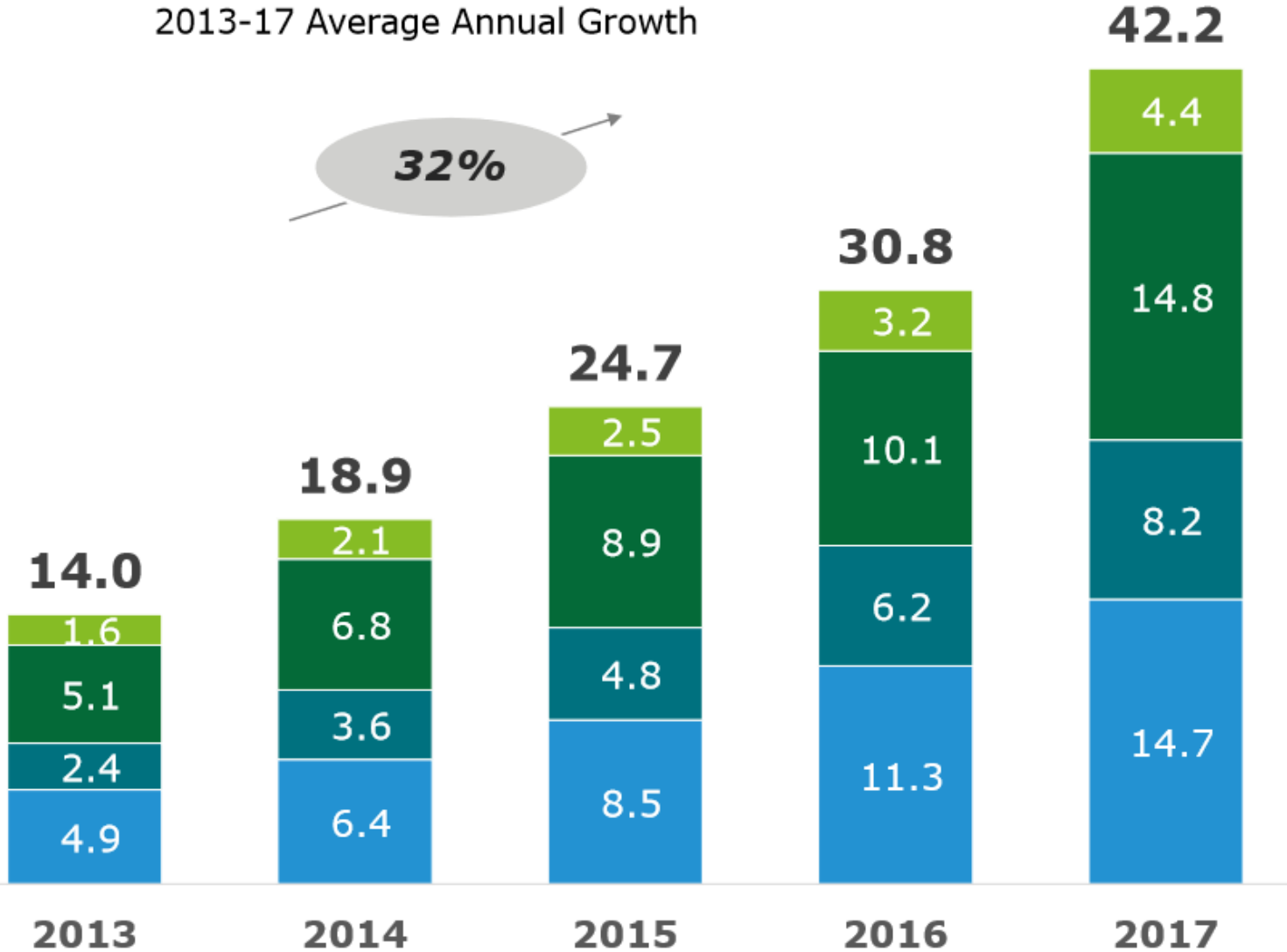
2013-17 Average Annual Growth

29%

31%

36%

32%



Online Legal Betting



Travel



Multi-channel Retail

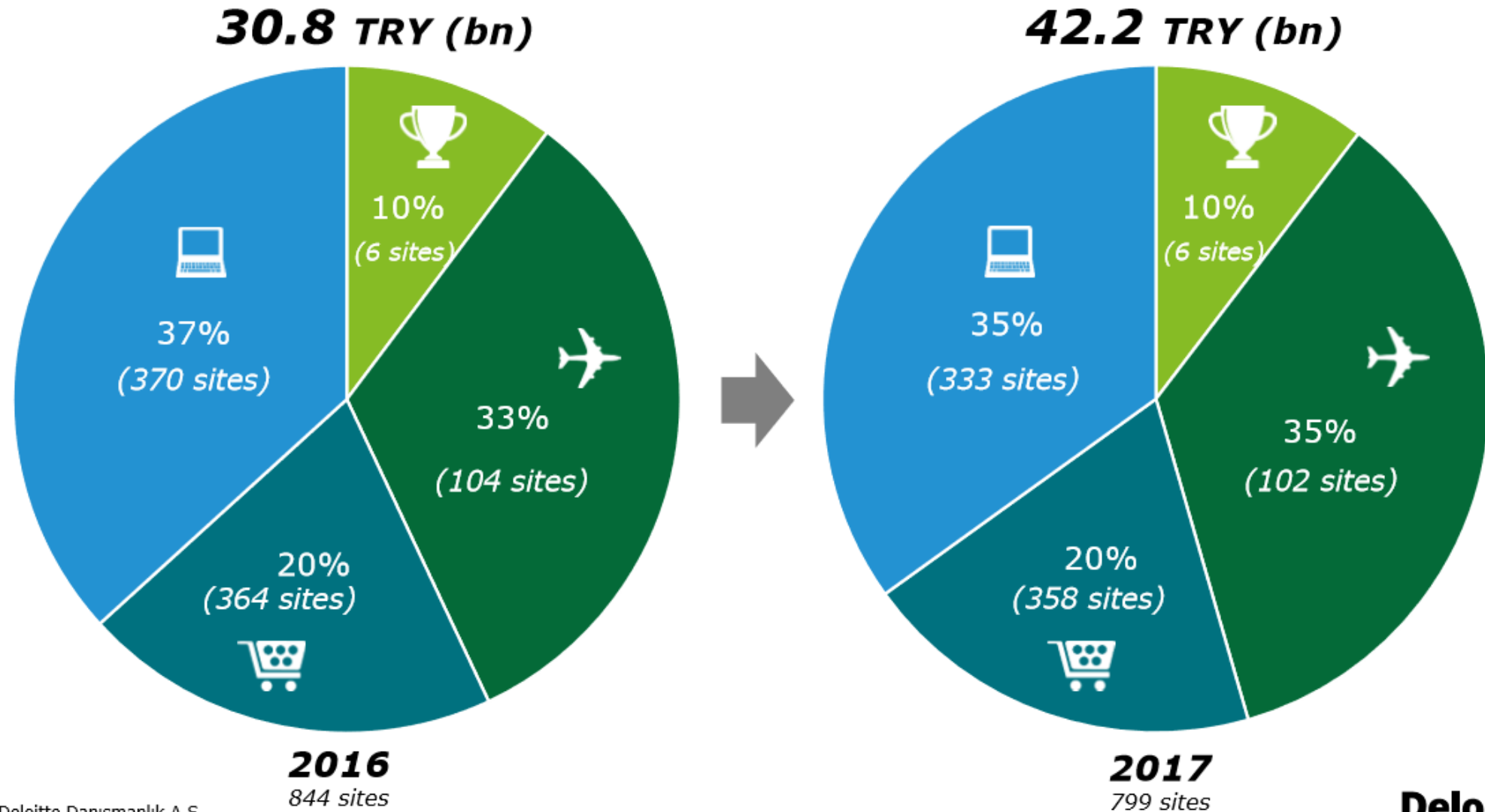


Pure Online Retail

Figures exclude VAT

# E-Commerce market size in Turkey

Category mix and number of sites







E-COMMERCE  
FOR START-UPS



Global comparisons





# Global comparisons (2017)

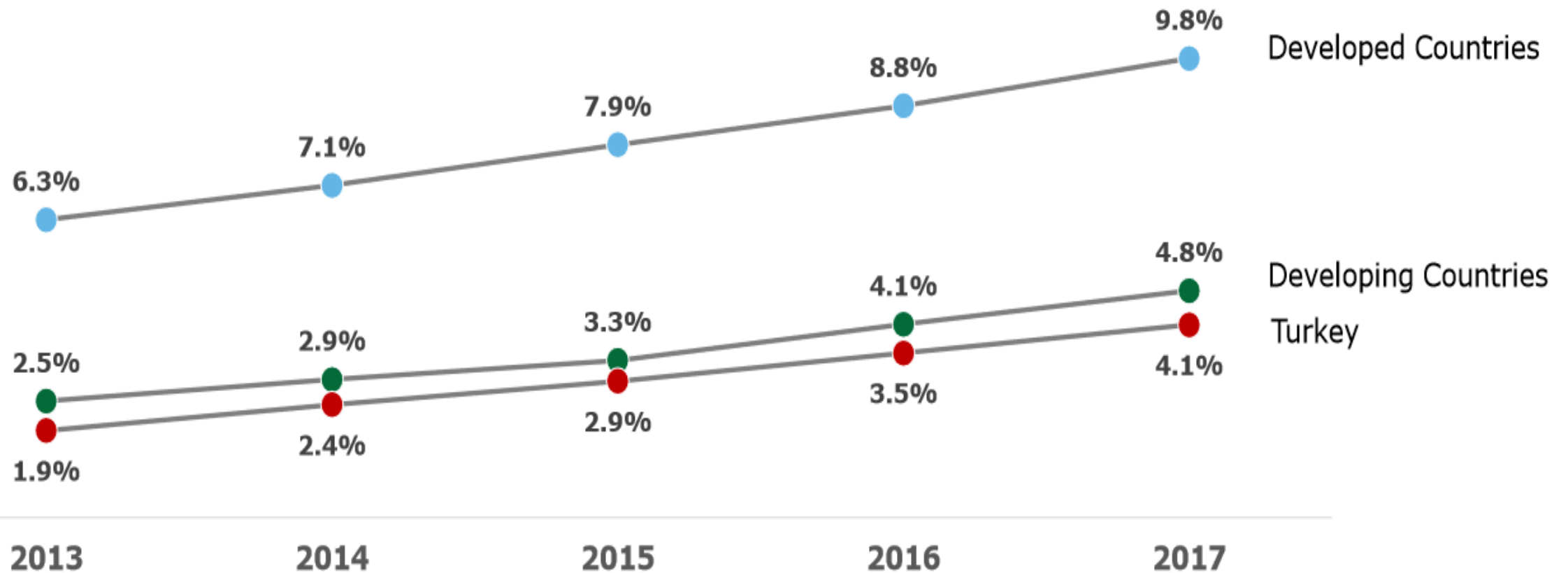
Country	Online Retail / Total Retail	Internet Penetration	Mobile Broadband Penetration	Online Shoppers	Mobile Shoppers	Income per capita \$ K	Population (mn)
UK	15.7%	38.6%	89.0%	78%	40%	\$44.1K	66.0 mn
USA	11.8	33.6	128.6	67	36	59.5	325.7
Germany	9.1	39.4	78.6	74	23	50.4	82.9
France	8.3	42.0	81.2	61	17	43.8	64.6
Japan	7.9	30.8	157.4	63	24	42.8	126.7
Spain	4.0	30.5	92.7	59	26	38.3	46.5
<b>Average %9,8*</b>							
China	20.4	23.0	60.2	45	39	16.7	1,390.1
Poland	6.2	18.3	87.2	57	22	29.5	38.4
India	4.9	1.4	14.8	26	20	7.2	1,321.0
Brazil	6.3	12.9	94.0	45	27	15.6	209.3
Russia	4.8	19.1	82.0	46	23	27.8	144.5
<b>Average %4,8**</b>							
Turkey 2016	3.5	13.0	64.8	43	31	24.9	79.8
<b>Turkey 2017</b>	<b>4.1</b>	<b>14.7</b>	<b>69.9</b>	<b>43</b>	<b>30</b>	<b>26.9</b>	<b>80.8</b>

Developed Countries

Developing Countries

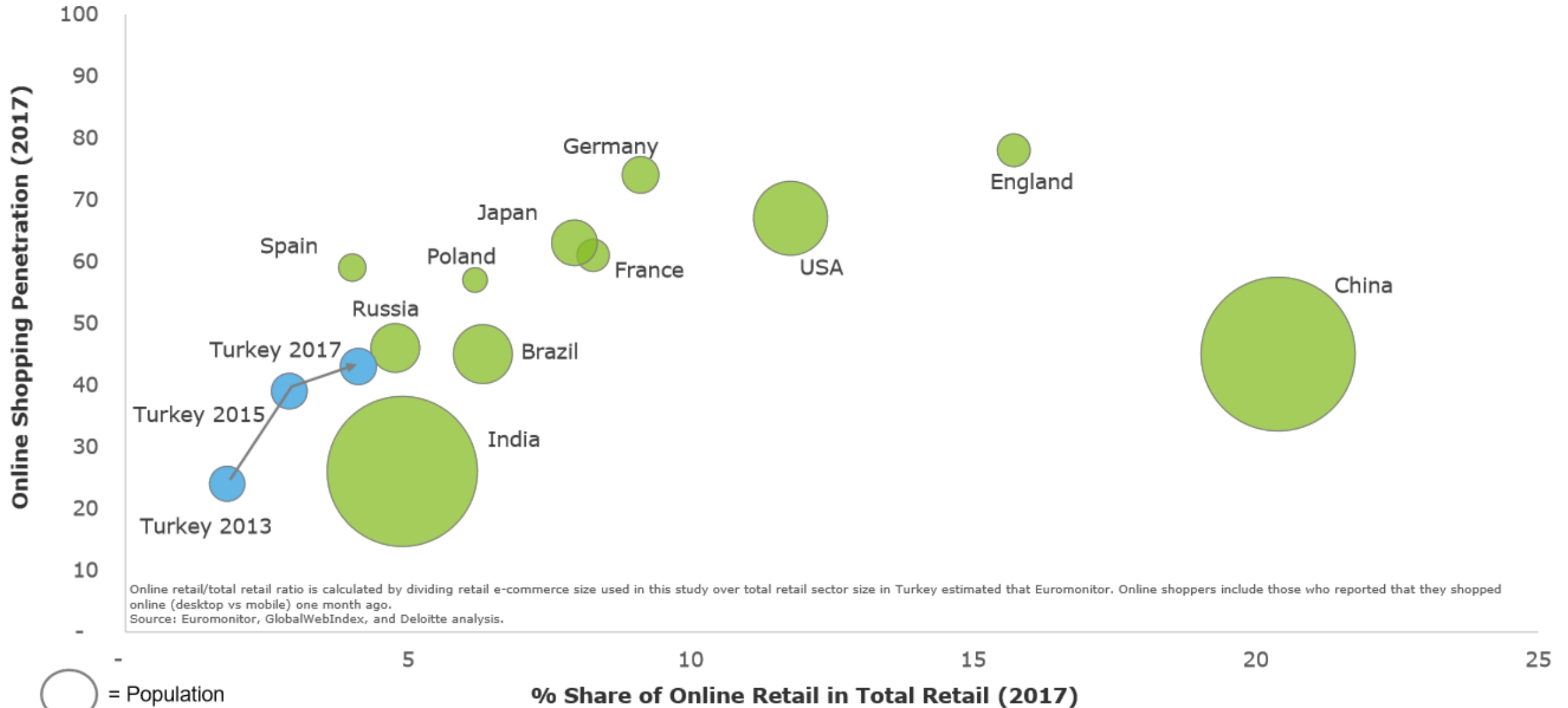
# Global comparisons (2013-2017)

## % of Online Retail in Total Retail (2013-2017)

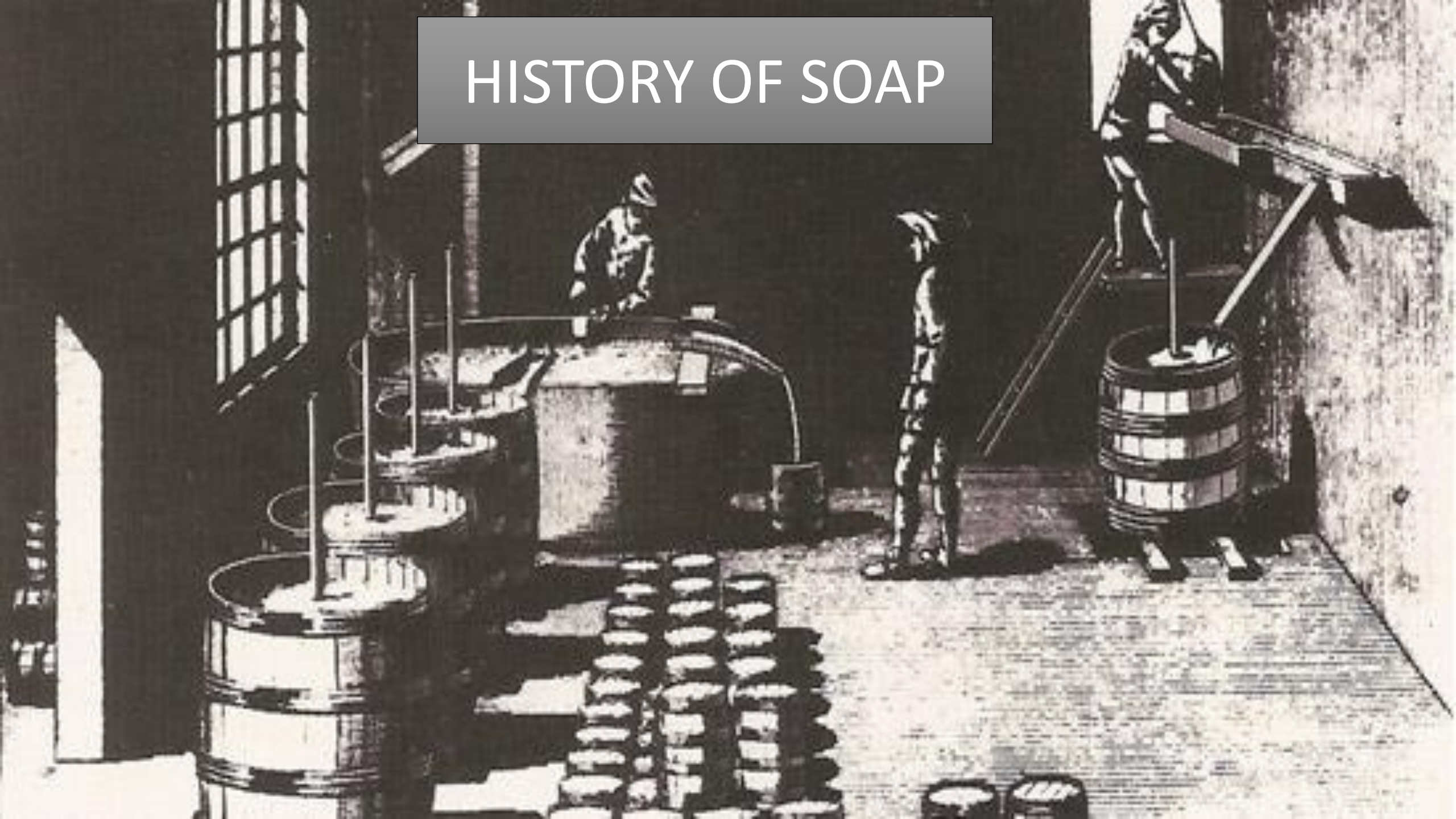




# Global comparisons (2017)



# HISTORY OF SOAP







The country where soap was first made



# BABYLONIAN CLAY TABLET



**WATER + ALKALI + CASSIA OIL**



# Ebers Papyrus

P.Ebers XXIII 79

P.Ebers XXIII 78

P.Ebers XXIII 77

48

Handwritten Egyptian hieroglyphs on the left page of the papyrus fragment, arranged in approximately 20 horizontal lines.

48

Handwritten Egyptian hieroglyphs on the middle page of the papyrus fragment, arranged in approximately 20 horizontal lines.

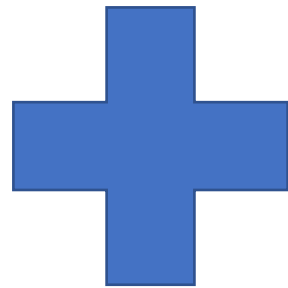
28

Handwritten Egyptian hieroglyphs on the right page of the papyrus fragment, arranged in approximately 20 horizontal lines.





Animal and  
Vegetable Oils



Alkaline Salt



Soap-like  
Substance



A marble bust of a bearded man, likely a ruler of ancient Babylon, wearing a turban with a winged emblem. The man has a full, curly beard and mustache. The turban is intricately carved with multiple layers of bands. A circular emblem with a winged figure is visible on the side of the turban. The bust is shown in profile, facing right. A white text box is overlaid at the bottom left of the image.

The ruler of ancient Babylon



Ashe

Seed Oil

Wood Ash Soap

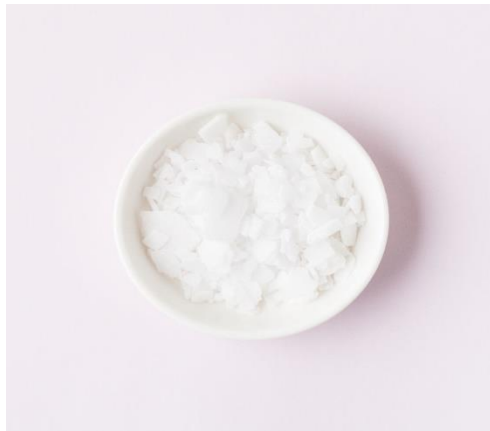
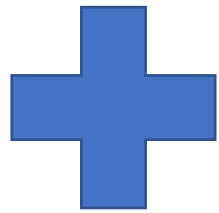




How soap is produced?



Animal Fats



Lye



Fats



Alkali





A thick, yellow liquid is being poured from a glass pitcher into a white rectangular mold. The liquid is very viscous, creating a thick stream that falls into the mold. The background is a plain white surface. A purple fabric is visible on the right side of the frame.

**Cold process**

1.5 teaspoons  
pink kaolin clay

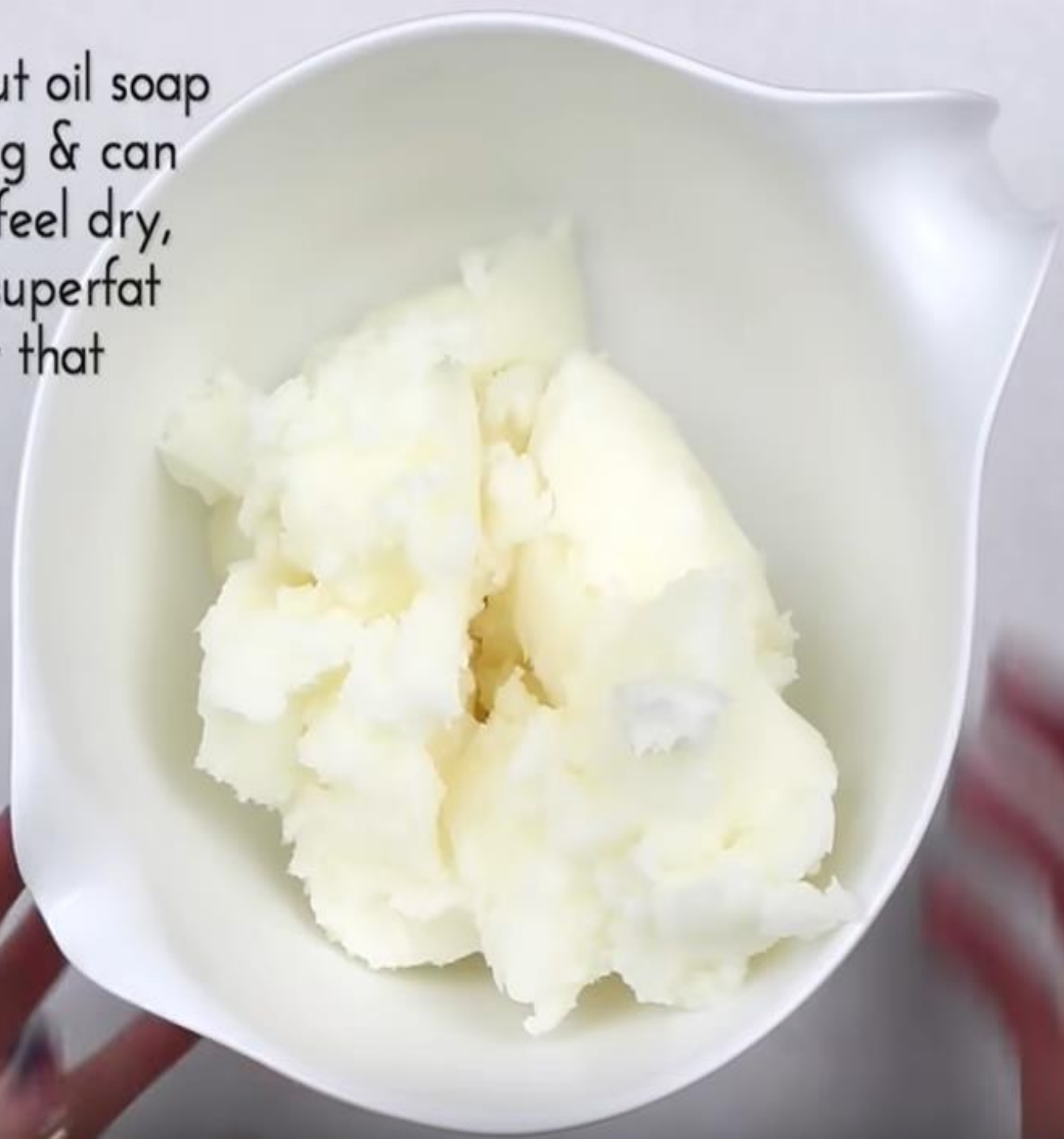




about 1 tablespoon  
of distilled water



because coconut oil soap  
is very cleansing & can  
make the skin feel dry,  
I used a 20% superfat  
to help counter that







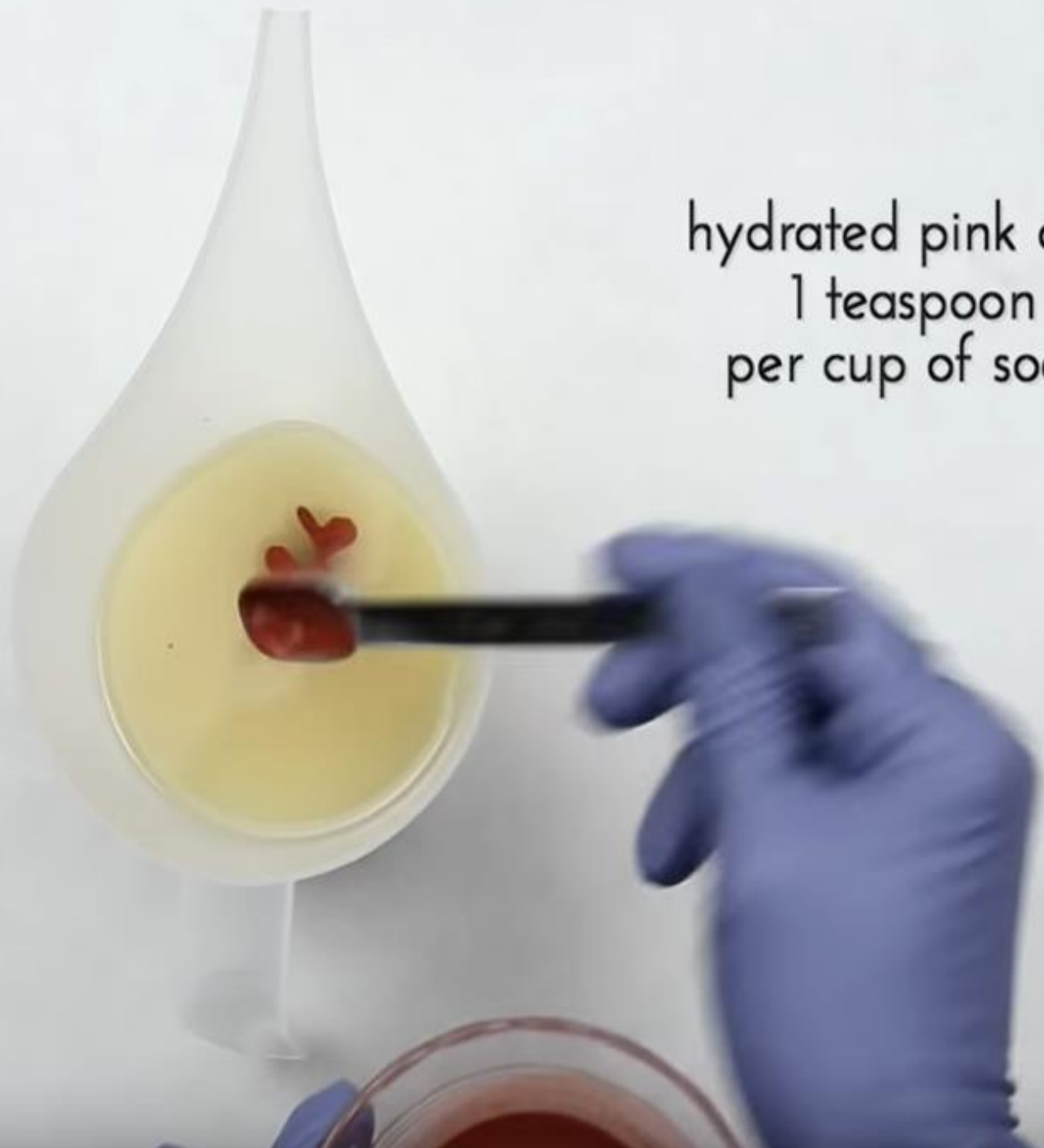
coconut oil &  
lye at 78° F







hydrated pink clay:  
1 teaspoon  
per cup of soap





in-the-pot swirl

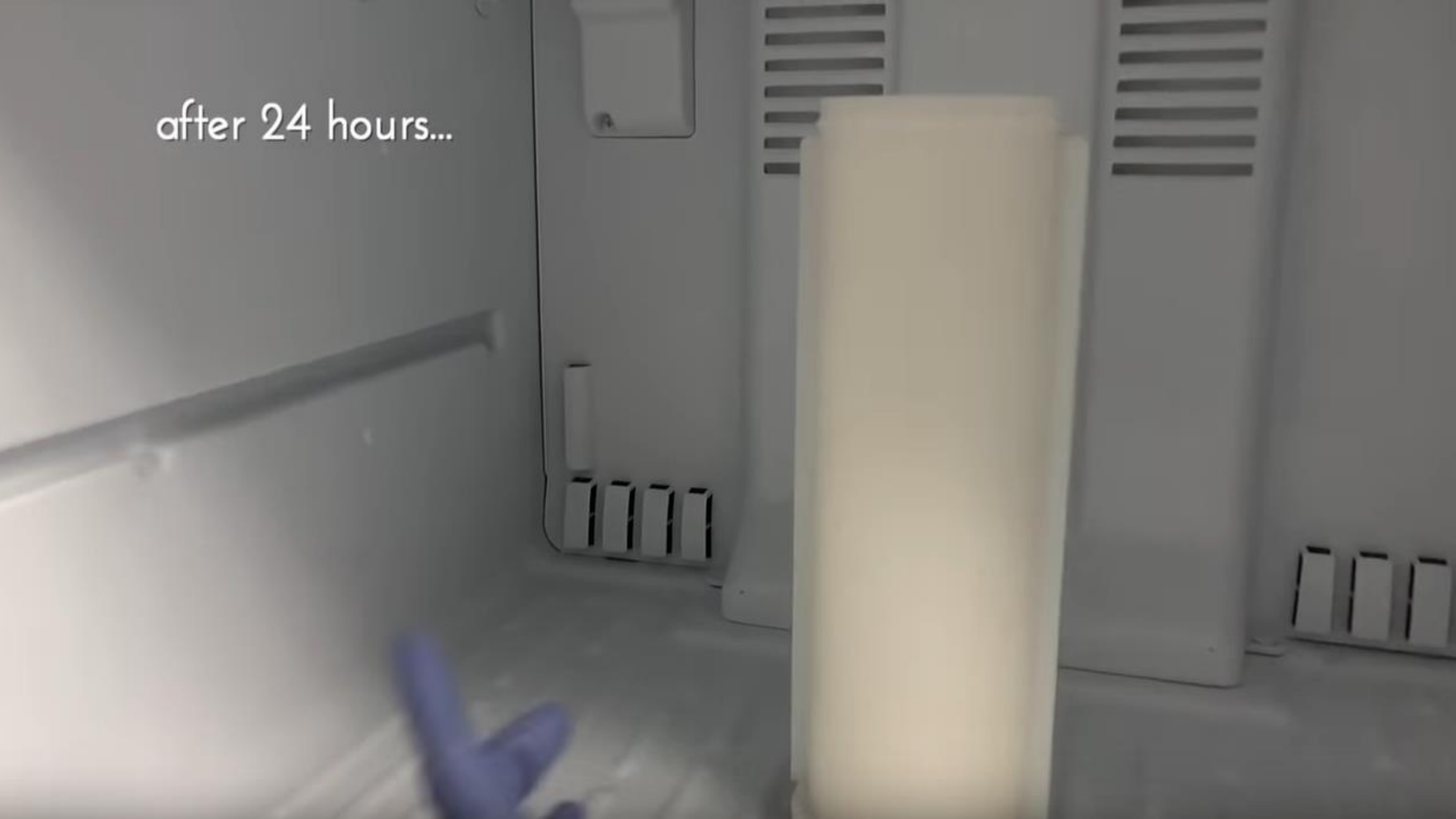
1 cup at a time  
until the mold is full







after 24 hours...









Hot process



















A large blue forklift is positioned in the center of a shipping yard, carrying a large red container on its forks. The yard is filled with stacks of colorful containers in shades of blue, red, and green. The sky is a mix of orange and blue, suggesting a sunset or sunrise. In the background, there are industrial structures and a tall tower. The ground is paved and shows some markings.

Soap exporting



# Soap Exports By Country

- 1- Germany: US\$1.1 billion (11% of total soap exports)
- 2- United States: \$893 million (8.6%)
- 3- Indonesia: \$677 million (6.5%)
- 4- Malaysia: \$581.1 million (5.6%)
- 5- China: \$508.3 million (4.9%)
- 6- United Kingdom: \$499.8 million (4.8%)
- 7- Netherlands: \$441.7 million (4.3%)
- 8- Poland: \$431.7 million (4.2%)
- 9- Italy: \$392.8 million (3.8%)
- 10- Japan: \$390.6 million (3.8%)
- 11- France: \$378.2 million (3.6%)
- 12- Turkey: \$357.8 million (3.4%)
- 13- Canada: \$316 million (3%)
- 14- Thailand: \$231.8 million (2.2%)
- 15- Mexico: \$169.8 million (1.6%)

# SWOT analysis

Strenghts	Weaknesses	Opportunities	Threats
As it is easy to produce , it is very profitable	If it is a new brand , it may not be preferable by new customers	Producer can increase the profit in a very short time	It is hard to catch up with other known soap brandmarks
Unique patterns can attract Customers	There may be lack of soap making artisans	Producer can open shops to sell its own products	Competitors have more marketin dollars
As it is an obligatory product for everyone to use , its sales are neverending	If there is a malfunction when producing it , it can be harmful for healt. Therefore , producer may lose customers	Partner up to Access more capital, raise it from private investors, or apply for goverment grants	
		Producer can sell its products to retail makrets	
		Start an artisanal soap class to train and recuit employees	
		Buy new equipment to lower production time and labor	



**E-COMMERCE FOR START-UPS'**  
**2018-1-ES01-KA229-050819-5**

