

Girlfriend Collective

TURKEY SOURCING ANALYSIS

PRESENTATION OUTLINE

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BRAND OVERVIEW



Target Market:

- 25-34, female/feminine, worldwide (mostly U.S.)
- Health & fitness oriented people who are also sustainable-minded.

Product Categories:

- Tops, bottoms, bras, pajamas, outerwear, dresses, skirts.
- Overall loungewear/workout wear.

Services:

- ReGirlfriend take-back program to receive credit for upcycling
- Discounts for students and friend referrals

Sustainability initiatives:

- Using factories that are certified by the Social Accountability International
- Ensuring garment workers are being paid fair wages and have safe work environment
- Prioritizing use of recycled fabrics and cleaned wastewater



NEW PRODUCT LINE



SWIMWEAR

- Includes bikinis, one pieces, coverups, and even towels.
- Growing demand for sustainable swimwear.
- Swimwear expands Girlfriend Collective's relevance beyond just activewear.
- Swimwear sales often peak during the warmer months.
- Similar product to what Girlfriend Collective already carries.
- Opportunity to showcase their creativity and innovation in sustainable design.



COUNTRY BRIEF

Geographic Location

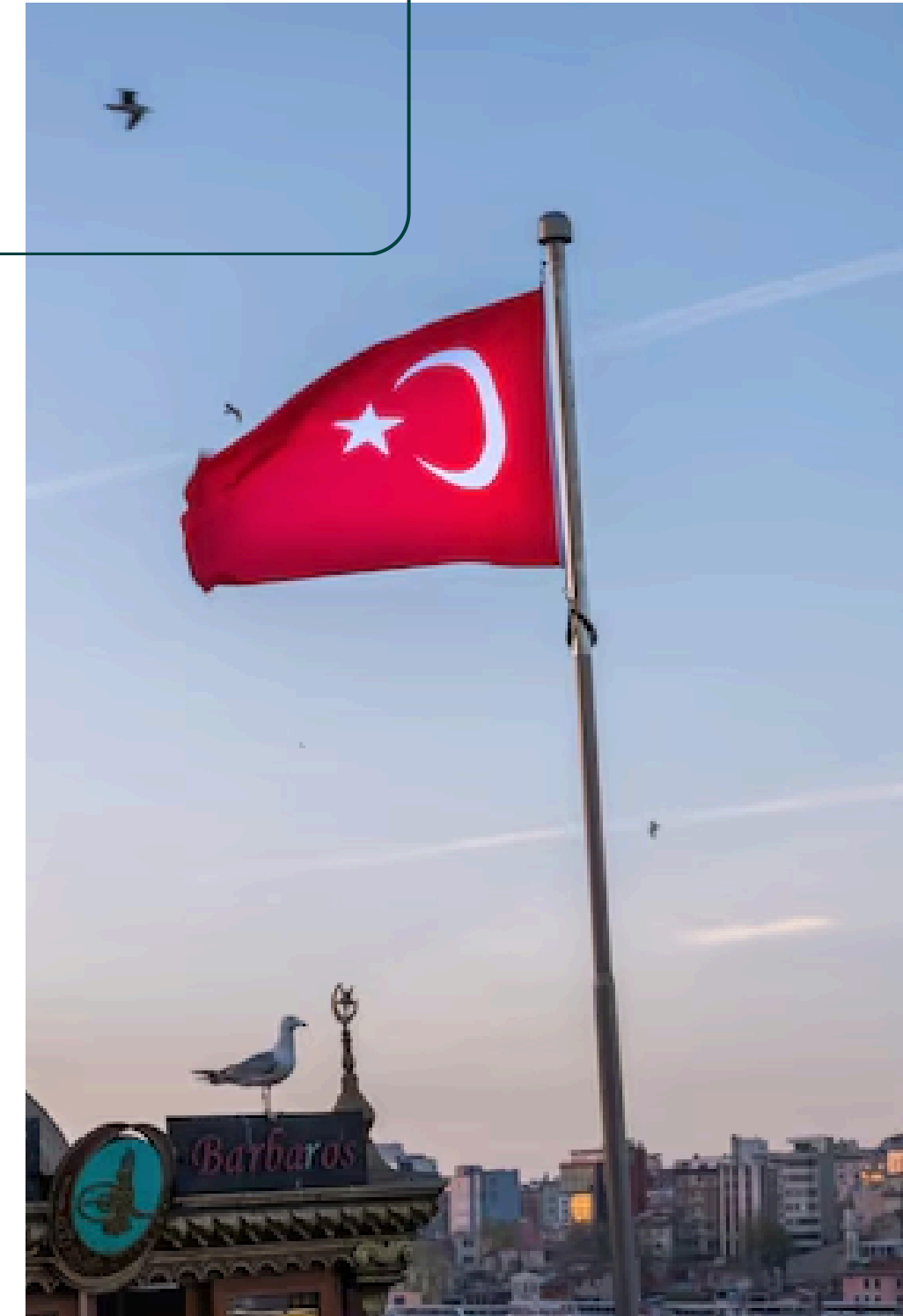
- Turkey is a country in Western Asia/Southeast Europe.
- Turkey is known for their beautiful landscapes, historical sites and vibrant culture, which is why this country is popular regarding tourism.

Coastline

- Turkey has a coastline of the Mediterranean Sea in the south and east and on the Black Sea in the north.
- Historical and cultural significance for trade and tourism

Profile

- Population: 84.98 Million
- Currency: Turkish Lira
- GDP: 907.1 Billion
- Capital: Ankara
- Turkey is a presidential representative democracy and a constitutional republic within a pluriform multi-party system



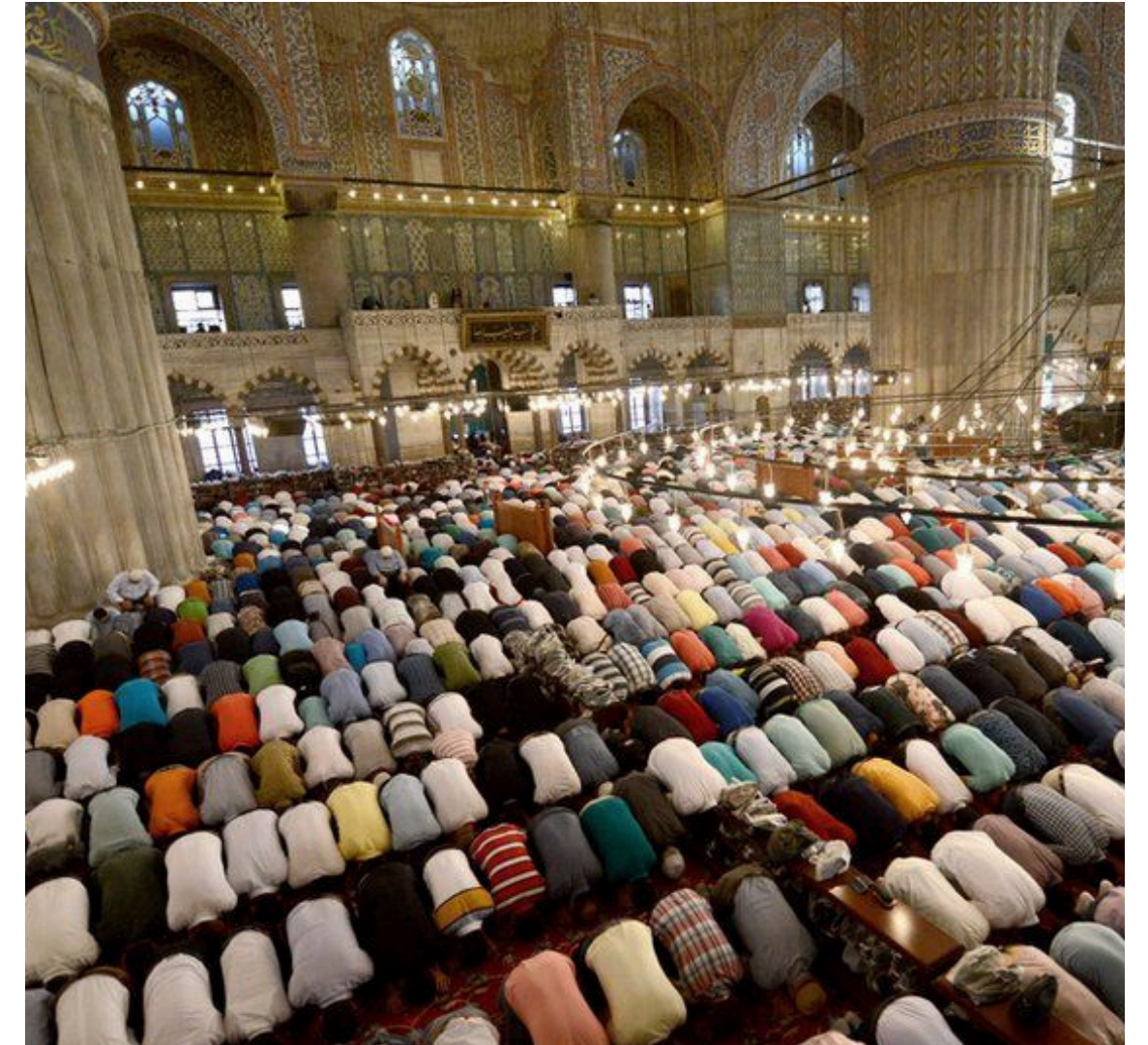
HUMAN RESOURCE MANAGER

GEOGRAPHIC DATA

- Bridges Asia and Europe
- The Turkish Strait
- Large players in Textile and Apparel
- North Anatolian Fault Line
- Natural Resources
- Cotton Production

LABOR FORCE

- 83.6 million population
 - 34 million workforce
- Low Higher Education Rates
- High Primary School and Literacy Rates
- Demand for labor workforce skills is high



CULTURAL ANALYSIS

- Turkey is a country located in the middle of Europe and the Middle East. Due to their location, their culture is heavily influenced by Eastern and Western traditions.
- Once the Turks arrived in the West, they soon transitioned to Islamic, allowing their religion to play a large role in their culture.
- As for the beliefs of the people in Turkey, 99% of people in Turkey are Muslim.
- Turkey has had a strong relationship with the United States since 1831
- People in Turkey expect those traveling to Turkey to be global citizens and conform to their own culture
- The main values consist of generosity, hospitality, community networks, nationalism, honor, and loyalty.
- Businesses in Turkey are growing their interest in corporate sustainability and social responsibility.
- Their culture seemed to have taught them to take their business seriously, and to help others when needed.



PRODUCT DEVELOPMENT SPECIALIST



Machinery/Technology

- Turkish Textile Machinery Manufacturers' Association
- Traditional textiles and artisanal skill
- Textile industry is one of the largest industries in Turkey
- Specialize in technical textiles



Raw Materials

- Turkey boasts a diverse range of raw materials
- Turkey remains a significant importer of cotton
- Turkey has a large production potential for synthetic fabrics



Local Companies

- Istanbul is a hub for clothing Manufacturing
- Swimwear Manufacturing and Angora currently manufacture swimwear
- Yousec Clothing is committed to excellence and innovation in athletic wear



TRADE SPECIALIST

Relationship with U.S

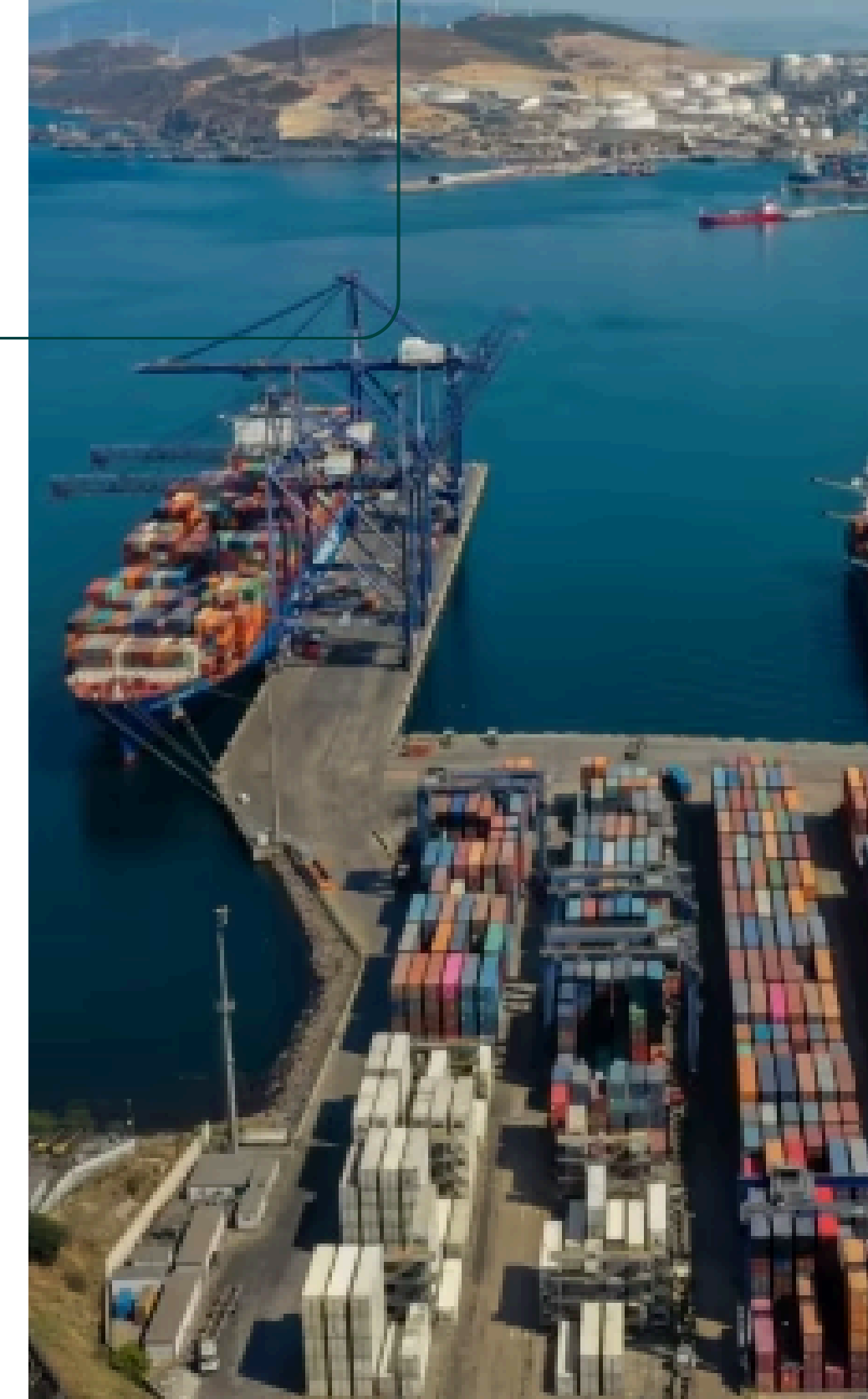
- Relationship dates back to 1871
- Europe and USA is Turkey's main trade partner
- Turkey and the U.S. signed a Tax Treaty Agreement

Trade Agreements

- Member of World Trade Organization
- General Agreement of Trade and Tariffs since 1951
- 22 Trade Agreements with countries globally

Trade Barriers

- Elimination of all customs duties, quantitative restrictions, and charges with equivalent effect on their bilateral trade.



TRADE SPECIALIST

Key Ports & Airports

- 60 Ports total with 6 major ports
- 58 total airports
- 35 are domestic and international flights and 23 airports are regional
- 169,964 port visits annually
- 1,224 vessels to its national fleet

Freight Rates & Shipping Time

- Average cost is USD 14,122.57 for 40ft, and \$7,433.50 for 30ft
- Average shipping time is 20-21 days, 34 days from port of Mersin
- Turkey's top three hub locations to the U.S. main hub airports is 14-16 hours on average

Tariff Rates

- In apparel industry, more than USD 150 billion with 50 billion being invested in the last 5-10 years.
- Annual average growth of 12.2%
- Rates for woven fabrics, apparel, footwear, and other product categories range from 5-33% in tariff rates.



RISK ANALYSIS



Political Corruption

- Corruption rooted in the Turkish government.
- Election overturns
- Military and police suppressing
- Mainstream media control
- Exchange rate instability



Strong Infrastructure

- Developed transportation networks, modern ports, industrial zones
- Strategic location between Europe and Asia
- Infrastructure problems in rural areas.



Labor Rights Violations

- Reports of sweatshop conditions and labor exploitation
- Syrian child refugee labor
- Leaves reputation susceptible
- Midst of working on labor reforms



SOURCING RECOMMENDATION



As a team, we have decided that we would choose to go forward with sourcing in Turkey.

- Successful relationship with U.S.
- Trade Agreements
- TEMSAD: The Textile Machinery and Accessories Industrialists Association
 - Knitting Machinery
- Strategic Location
- Literacy Rates and Education
- Resources
- Freight Rates and Pricing



THANK
YOU



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