

International Retailing: Tabs Assignment



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## **Main Tab: Culture**

### **Sub Tabs:**

#### **1. National and Religious Holidays**

Turkey is predominantly a Muslim country. They observe the month of Ramadan and celebrate the two Eid's. Eid ul fitr or as the Turks call it "Ramazan Bayrami " or "Seker Bayrami" is referred to the holiday that takes place after Ramadan. Ramadan is a holy month of fasting in Islam. Muslims all over the globe utilize this month to reconnect with their Lord by fasting during the day and praying during the night. This sacred month is in which the Holy Quran was completed, so the day of Eid ul fitr is a means of celebration and reward for the hard work Muslims put into bettering themselves spiritually. The celebration of Eid-ul fitr begins with a short morning prayer in congregation at the mosque. Men and Women dress their best modestly and head to the mosque to join the congregation and greet each other with food, hugs, gifts and money. This is where Modest Beauty plays a big role. We want to make sure that our Muslim brothers and sisters are looking and feeling thier best on days which matter most to them. Without compromising modesty we do what we can to meet the demands of our target market. Our Ramadan and Eid sales are offered throughout this time of year and it is a great feeling to see the smiling faces of the families we cater to.

The second Eid is known as Eid-ul Adha or as the Turks call it “Kurban Bayrami”. This Eid is known as the day of sacrifices. After the Hajj pilgrimage is done, Muslims around the world offer a sacrifice and use that meat to feed the poor, as well as their families and friends. This festival is significant because Muslims get to follow the great example of Prophet Abraham who was willing to sacrifice his son for the sake of God because of his faithfulness to him. However, God placed a lamb in his son's place instead. So now Muslims can sacrifice a goat, a sheep, a cow or a camel for Eid-ul adha and if they cannot afford any, then they are forgiven and should be given meat to eat because “the Prophet Muhammad, peace be upon him, said “A person is not a believer who fills his stomach while his neighbour goes hungry.” (Bukhari) (Islamic Relief USA, 2020) Overall, these are the religious holidays observed in Turkey.

The National holidays of Turkey are shown in figure 1 below:

**Turkish Public Holidays 2020**

<b>Date</b>	<b>Holiday</b>
1 Jan Wed	New Year's Day
23 Apr	Thu Children's Day
1 May Fri	Labour Day
19 May Tue	Youth and Sports Day
24 May to 26 May Sun to Tue	Ramazan Bayramı Holiday
15 Jul Wed	Democracy and National Solidarity Day
31 Jul to 3 Aug Fri to Mon	Kurban Bayramı Holiday
30 Aug Sun	Victory Day
29 Oct Thu	Republic Day

**Figure 1: National Holidays Celebrated in Turkey**

## 2. Turkish Cultural Behavior

Much like many Muslim countries, Turkey is known for treating others with respect, especially the elders of the community. If an elderly person is seen on public transportation standing the people will rush to offer them a seat. Likewise with women and children. They are also given respect and courtesy in many situations. Turks are generally very generous and offer hospitality. They consider honor very personal and Turkish culture really emphasizes protecting honor through behavior, actions and family. This idea came from the Ottomans and Sultans of Turkey who once ruled over the land. Turks greet each other with “Assalamualaikum” which is the Muslim greeting for “may peace be upon you”. However, in Turkish culture men and women often greet each other with a handshake and a kiss on the cheek. A practicing Muslim Turk would not do that because it goes against Islamic principles to shake hands with or kiss a strange man or woman who is not your spouse or immediate family member. Additionally, wine drinking is very common in Turkey. Many restaurants sell wine although it is a Muslim country. Muslims are not permitted to drink wine or alcohol according to Islam so the practicing Muslims do not take part in this. Turkish sweets and the most popular one of them which is Baklava, are a big part of Turkish culture and are mostly enjoyed while drinking Turkish tea with family, friends or a loved one.

In the Turkish market, bargaining is a must. Shopping stores and street vendors often tell you the over price on purpose because they know that you may try to bargain with them. This is mainly due to the large amount of tourists that visit Turkey, especially in Istanbul where the

Grand Mosque is. Tourists come from all over the world and many of them use greater currencies so when they convert to Turkish Liras they have more to spend so vendors attempt to take advantage. Here at Modest Beauty, we believe in honest trade, we keep our prices listed fairly and offer discounts to families who may need it most all year round.

### 3. How is Turkey different from the U.S?

One really fascinating thing about Turkey is that during prayer time, the majority of the shops and store vendors close temporarily to gather at the mosque and pray. This is a great concept because in the midst of chaos and the daily grind, a break is taken for prayer to re-boost spiritually. This is very different from the United States because it is a multicultural nation and prayer times are different for the various religions practiced in that country. Turkey is a Muslim country, therefore they follow Islam mainly, and there are many mosques located within reach of the communities.

Another major difference from Turkey than the U.S is the currency. Astonishingly, one Turkish Lira is equal to 0.12 U.S dollars or 12 cents. The Turkish economy has not been doing well lately and has declined about 18 percent in 2020". (Duva R. English, 2020) This is mainly due to Covid-19 and its impact on the economy at large. Although the economy is in a downfall, at Modest Beauty we are committed to be there for our customers' needs. Modest Beauty is here to stay!

Author: Musarat Merchant

## **Main Tab: Technology**

### **Sub Tabs:**

#### **1. How developed is Turkey technology-wise?**

Turkey is one of the biggest quality textile manufacturing countries in the world, it “is mostly known as a hub for fashion manufacture. The country has 59,000 companies in textile, footwear, and apparel manufacturing, which yearly produce over 65 billion dollars per garment and fashion goods” (Fashion United Business Intelligence Team, 2016). Moreover, in this age of technology, Turkey is no far behind than the G7 as the country has “invested heavily in technology over the past two decades. The number of internet users in Turkey has surged from just three percent in 2000 to 44% today, and 96% of the population now owns a mobile phone. The Turkish people are increasingly interconnected and technologically advanced, and it’s having a ripple effect across many aspects of life in the country – from education and infrastructure to business and research” (THO, 2020). Knowing that it is a developed country with a trusted economy, we have decided to work in Turkey.

We are concentrating on the Turkish city named **Istanbul**, which was known as Constantinople for centuries. Istanbul is the fifth most popular tourist destination (city) in the world as it is fully developed and has always been known as the **financial capital of Turkey**. “Considered a global city, Istanbul is one of the fastest-growing metropolitan economies in the

world. It hosts the headquarters of many Turkish companies and media outlets and accounts for more than a quarter of the country's gross domestic product” (Earth Watching Team, 2020).

Trade wise, Istanbul is not only the largest city in Turkey but also has the biggest port with ancient ties to the strategic location of the Silk Road and the Mediterranean Sea route.

Since we are a business that offers modest apparel and accessories for fashion-forward women, there is no place better than Istanbul, Turkey that has a market for it as “in 2020, *Modest Fashion Week* will be the capital of the Modest Fashion in Istanbul” (MFW, 2020). The fact that out of all countries Turkey was picked to host a fashion week in its modest fashion capital city, really made us visualize the caliber of Istanbul, Turkey as the focal point of our business operations.

## 2. Digital Retailing Practices in Turkey

Our motive is to establish our business in the city of Istanbul, Turkey because we know that it is highly advanced technologically, as compared to the rest of Turkey. Last year, “Istanbul hosted an event, Digital Retail Summit 2019, to discuss digital technologies, such as big data, internet of things (IoT) and artificial intelligence (AI), in the retail trade sector” (Ergocun, 2019). Technology experts from both local and international companies attended this summit and this whole event was organized by the International Data Corporation (IDC) which is a renowned IT advisory company. Ayse Kaptanoglu, IDC’s research manager revealed that in Turkey, “over half of IT companies use IoT, AI, virtual reality and big data analytics,” and she added that, “AI raises companies' incomes 20%, while IoT and real-time analysis increase customers' satisfaction

15%,” (Ergocun, 2019). Along with this, we plan to ultimately generate revenue by providing a satisfying online shopping experience for customers and that is one of our goals for Modest Beauty.

The most interesting thing Kaptanoglu revealed was that “big data and AI reduce company losses 40%” (Ergocun, 2019). This is something we will be focusing on in our online international business since nowadays passwords are no longer safe as anyone can decode them easily and make purchases on behalf of the real user. Our website can be used on cross platforms (on a desktop, tablet, or a mobile phone and will also be connected with social media apps) and as in Turkey about “96% of the population now owns a mobile phone,” we will guarantee our online shoppers with the highest level of security by keeping an **AI facial recognition feature** to log in to our Modest Beauty online international store website (THO, 2020). This feature will thus keep our website user’s purchase information such as card details and shipping address safe and hence we will be providing our clients with a satisfying and safe online shopping experience while making sales.

### 3. E-commerce in Turkey

Internet entrepreneurship is commonly seen in Turkey as it is a technologically developed nation. PricewaterhouseCoopers known as PwC is a firm that has been providing its business and tax advisory services to Turkish businesses since 1981, revealed in its reports about Turkey that, “of the commercial transactions on the internet, e-commerce, in particular, has grown significantly, boosting its promising potential in Turkey and globally,” as there are already



“more than 10 thousand e-commerce websites offer a host of services in Turkey” (Akan & Kurşun, 2016). This is great news for our business Modest Beauty as we are also an e-commerce website aiming to build our brand in Turkey and as well as expand globally.

Besides, another most common e-commerce model in Turkey is the B2C or Business to Consumer model - under which businesses “sell their goods and services either in their virtual stores or on common shopping portals,” and our Modest Beauty website is our virtual store. (Akan & Kurşun, 2016). This B2C model will not only allow our business to reach more local customers all over Turkey but will also help us build relationships globally as we penetrate international markets and scale our business. Our online store saves our shoppers both their time and money as they don't need to spend on transportation to come to a physical store location and also they save their time as since it is an online store there is no need to wait in a queue at the checkout, simply buy anything by a click within minutes!

#### 4. How COVID 19 affected the Tech industry in Turkey?

COVID 19 is seen as a curse as it has affected each and every industry globally but the tech industry in Turkey sees this pandemic as a blessing. Due to the pandemic now every other regular activity in our day to day lives needs a digital transformation and this need is creating many opportunities for the technology industry to flourish in Turkey.

Recently, in August 2020, Turkey opened a giant tech center that consists of 40 factories which will create 4,600 jobs, which is why this important move can be seen as Turkey's Fourth Industrial Revolution. The President of Turkey Recep Tayyip Erdoğan was present at the

opening ceremony of this large tech complex and he said that they “are determined to make Turkey the center of three continents, a global production and technology base,” he added, “we have already laid the groundwork for this with the steps we have taken over the past 18 years” (Daily Sabah, 2020). So we can see that this development was in works since almost past two decades, and even a pandemic could not delay its opening, as **fig.2** illustrates that the Turkish President and his staff of Turkish Employers' Association of Metal Industries' (MESS) Technology Center are sitting together wearing face masks in Istanbul at the opening ceremony of this giant tech complex.



**Figure 2:** President Recep Tayyip Erdoğan (C) attends the opening ceremony of the MESS Technology Center in Istanbul, Aug. 29, 2020. (AA Photo) Retrieved from:

<https://idsb.tmgrup.com.tr/ly/uploads/images/2020/08/30/thumbs/800x531/54841.jpg?v=159880>

Author: Rehat Reya

## **Main Tab: Fabrics**

### **Sub Tabs:**

#### **1. Fabrics Turkey is known for? (talk about silk, leather etc.)**

One great way to see the cultural individuality of a nation is through its clothes and the trends people wear in fashion. Clothing is produced from textiles or fabrics, and from cotton-based natural and/or synthetic fibers. Turkey has a history that stretches back to ancient times, earlier known as the Ottoman Empire, and therefore its textile industry goes back beyond that. Textiles were an important part of their economy and a symbol of the nobles between 1299-1922, while Turkey was indeed the Ottoman empire. Any garment sold was part of the empire's treasury which belonged to the king and royal family, known as the sultan's (Altun, 2018). Textiles and the riches of the sultan reflected in the Ottoman Empire, the importance of textiles. This statement also reveals that Ottoman textiles had to be of top quality and were considered to be a luxury.

#### **2. Where are we buying fabric from? (What textile mill? Specify!)**

Busra was the headquarters of the Ottoman Empire 's textile market, and as all textiles belonged to the royal family, the state controlled their sales and production (Akhi, 2018). Every Turkish textile merchant had to follow rules and regulations to sell their products in Busra, and those who disobeyed these laws were met with immediate punishment. As soon as fabric,

especially silk, was completed, it was necessary to send ironing, measurement and inspection to state officials called the muhtesip. Muhtesips ensured that all the ihtisab kanunameleri rules and procedures were applied before any textile could be delivered for sale to Busra (Akhi, 2018). The same kind of monitoring has also been enabled by the high quality of all Turkish textiles. It also provided for the manufacture of textiles that were exclusively Turkish and unlike any other global production.

### 3. How is our fabric quality? (are the fabrics washable? durable?)

All the textiles were categorized by the Turkish state into three groups: cotton, wool, or silk. This was essential since the majority of cotton and wool textiles were imported from the 15th to the 17th centuries (Kalawadwala, 2020). Cotton was imported from India and wool came from Europe, primarily used for soldier uniforms. The development of Mohair was something the Turkish people were proud of, which was the hair of angora goats found in the Istanbul district of the country. Mohair was very soft and silky, like the hair of the Angora goat, but could be used when mixed with wool to design fabrics. Exports of Mohair have been very successful abroad, especially in Europe. All the textiles were categorized by the Turkish state into three groups: cotton, wool, or silk. This was essential since the majority of cotton and wool textiles were imported from the 15th to the 17th centuries (Kalawadwala, 2020). Cotton was imported from India and wool came from Europe, primarily used for soldier uniforms. The development of Mohair was something the Turkish people were proud of, which was the hair of angora goats found in the Istanbul district of the country. Mohair was very soft and silky, like the hair of the

Angora goat, but could be used when mixed with wool to design fabrics. Exports of Mohair have been very successful abroad, especially in Europe. Compared to Turkish silk when it came to textile production, there was nothing. Also found in Busra was the silk worm used to obtain the silky but durable fibers used to produce silk. Busra built a reputation for the manufacture and trade of silk even more than Istanbul 's capital. The Turkish worked exclusively with silk harvested from silkworms and then embroidered or finished with gold and silver threads. Turkish textiles can also be used over time as works of art on several occasions, such as gold and silver tulip designs, date palm trees, or the Islamic moon and star crescent. Many different textile styles, ranging from taffeta, satin, velvet, and brocade, can be made from silk (Kalawadwala, 2020). The Turkish, extremely good silk weavers, created works of art that exceeded clothing. Turkish brocades called kemha, as **fig.3** illustrates, may have embroidered gold and silver flowers and celestial bodies decorating furniture cushions, vases, and even mirrors dating back to the 16th and 17th centuries.



**Figure 3: Ottoman Brocade 16th Century**

Author: Fani Tzikas

## **Main Tab: Population**

Sub Tabs:

### 1. Demographics

The Turkish population today, stands at approximately 84.34 million, with a growth rate of 1.09 percent. The expected peak point seems to be at 97.96 million, in the year 2059, and will then fall back down to 86.61 million. Turkey's most populated cities include Istanbul, Ankara, and Izmir (World Population Review,2020).

In an analysis of the Turkish population, it can be seen that 75 percent is Turkish, 18 percent is Kurdish, and the remaining 17 percent is a mixture of other ethnic groups. The main languages spoken are Turkish and Kurdish, and the vast majority of the population follows the religion of Islam, which comes to 99.8 percent, while the remaining 0.02 percent follows something different. 27 percent of the population includes individuals in the ages of 0 to 14, 67 percent includes the ages of 15 to 64, and the population in the ages over 65 falls to a mere 6 percent of the population (World Population Review,2020). Life expectancy in Turkey was 75 years as of 2018. Individuals in Turkey are fairly literate, with men standing at 98 percent, and women at 92 percent. Another fact is that 70 percent of Turkey is concentrated in cities.

## 1. Psychographics (behavior, shopping habits, etc)

Turkey poses a young country and power, with a median population age of 30.9 years. The country is dynamically improving in the sectors of education and urbanization, with 3 out of 10 young people having graduated college (Banco Santander,S.A.2020). 26.91 percent of the Turkish labor force is employed in the industrial sector, 54.34 percent is employed in the service sector, and 18.75 percent is in the industry sector.

Turkey is the 17th largest world economy, and is the 15th country in labor equality. There is a present gender gap, especially in the labor force, and employment, with men participating at 70 percent, and women only at 30 percent. The unemployment rate stands at 9 percent for men and 13 percent for women, according to the Turkstat Statistics of 2015.

When looking into the behavior of the average consumer in Turkey, cultural differences can surely be detected, compared to its European or Western counterparts. A widely adopted ideal in Turkey is that self-care, and trends are of primary importance. The increasing use of social media, a popular demand for cosmetic procedures, as well as the tradition of buying into the industry of luxury goods and electronics, have all led to an increased trend in the use of credit cards for these purchases. There seems to be a general shift towards online shopping, retailing, and leisure activities, and since the majority of the population belongs to a younger age group, which is becoming increasingly familiar with the use of high-tech gadgets, such as smartphones, laptops, and tablets, traditional shopping trips are actually abandoned for the comfort and ease of the online shopping experience. Due to political and economic instability during 2015 and 2016,

there was a halt in the disposable income, and consumers became more hesitant in their spending. However, there is strong potential for this reality to change and improve, since young people will have more access to consumer credit (Banco, Santander.S.A.2020)

During the past decade, Turkey's economic growth has been largely based on consumer spending, translating to about 70 percent of the country's GDP. Unfortunately, this has been fueled by the country's free flowing credit distribution per household, with consumer credit reaching 58.52 billion USD in 2018 (Banco, Santander.S.A.2020). On the positive end however, according to information presented by the Investment Office of Turkey, there is projected upcoming growth and development in areas like infrastructure, agriculture, telecommunication, luxury goods, manufacturing, and knowledge based services.

## 2. Population dead by COVID and Recovered from COVID

The severe and deadly Covid-19 virus first made its way into Turkey, on March 11th of 2020. The spread was so quick that within a month, the entire country had become affected. As of the most recent statistics, the country stands at approximately 371,000 total positive cases, with 321,000 recovered, and a death toll of 10,100. 40 percent of patients seem to be concentrated in the city of Istanbul (MEMO,2020). According to a Reuters 2020 report, the weekly surge is projected to reach about 62 percent, which raises great concern in the country, with the biggest reason being the large populations that commute to work through public transportation daily.



Author: Kaynait Zafar

## **Main Tab: Economy**

### **Sub Tabs:**

#### **1. Economic Stability of Turkey**

Turkey is known as the leading producer of agricultural products such as textiles, motor vehicles, transportation equipment, construction materials, consumer electronics, and home appliances. Turkey has a mixed economy with a combination of centralized economic planning and government regulation. “Turkey’s economic freedom score is 64.4, making it’s economy the 71st freest in the 2020 Index. Its overall score has decreased by 0.2 points due to a lower fiscal health score” (The Heritage Foundation Team, 2020). Turkey ranks 36th among Europe’s 45 countries and its overall ranking is just below the regional average and above the world average. For more than a decade the Turkish economy was moderately stable. GDP growth was stable until 2018 when a crisis in the currency and debt forced the economy into recession. It has undergone rapid industrialization, positioned itself as a manufacturer of diversified products and services, and secured an ever-expanding presence in the global economy as a trading partner.

Turkey has been trading partners with the United States and has grown stronger economic ties. “Since 2003, U.S. goods exported to Turkey have risen 316 percent, while U.S. goods imported from Turkey have risen 76 percent” (THO, 2020). Since 2007, the U.S. companies in Turkey have risen to 50 percent. The U.S. and Turkey have worked together to

increase bilateral trade and investment. “Even more importantly, Turkey’s own consumer base and its connections to business opportunities through its 17 Free Trade Agreements and 82 Bilateral Investment Treaties with nations throughout Central Asia, the Caucasus, the Middle East, and Africa make it an attractive partner for U.S. businesses” (THO, 2020). The benefits in Free Trade Agreements are having a national income, social welfare, and competitiveness of partner countries in the global economy, establishing a strong business climate that increases investments. Many U.S. companies which are General Electric, Amgen, 3M, Sikorsky Aircraft, Pfizer, Intel, Coca-Cola, UPS, Cargill, Microsoft, Citibank, and Ford have been operating in Turkey.

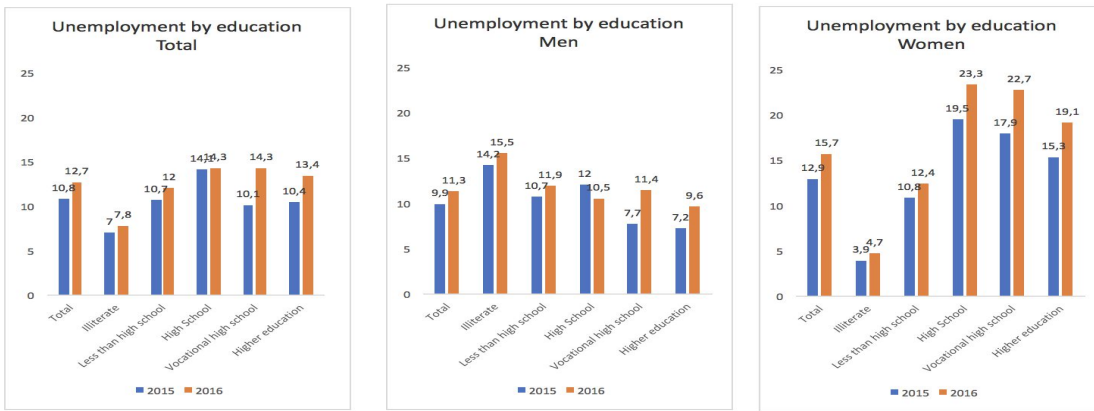
## 2) Turkey’s labor (show a breakdown of men, women, use charts if possible!)

In Turkey, female participation in the labor force is extremely poor by international standards. The highest rate of female workers in the service sector was seen in 2018, with 56.1 percent. The statistics showed that the more women engaged in the labor force, the higher the level of education. 72.7 percent for women who graduated from universities in the workforce in 2018, while this figure falls to 27.7 percent for those whose level of education was below the secondary school level. “In its "Women in Statistics 2018" report released on Wednesday, TUIK determined that the women above the age of 15 in the labor force is 28.9 percent while it was 65.6 percent for men” (Europe, 2019). Over the past decade, policies introduced have compensated women to take care of their children or give them longer unpaid leave. These

policies, however, have done little to relieve women of unpaid job duties that prohibit them from collecting cash to help their families. Authorities have also failed to enact legislation requiring businesses to provide on-site child care to allow more women to return to work after birth. “A woman who refuses maternity and gives up housekeeping ... is a half [person]” (TheWorld, 2017). According to the World Bank, introducing one year of preschool education in Turkey could increase women's participation in the labor force by 9 percent, and gender diversity in jobs could increase per capita income by 22 percent. As a result, in Turkey, only one in three women is participating in the labor force.

In Turkey, according to the World Bank 's compilation of development indicators, collected from officially recognized sources, the labor force participation rate, male (percentage of male population aged 15 +) (model ILO estimate) in Turkey was registered at 72.41 percent in 2020. As of October 2020, real values, historical data, forecasts and estimates were collected from the World Bank. “The labor force participation rate of men has been decreasing since the 1950s, having registered 86.4 percent in 1950, 79.7 percent in 1970, 76.4 percent in 1990, and 73.3 percent in 2005. This decline has resulted from various factors” (U.S. Bureau of Labor Statistics, 2012). The Social Security Act, for instance, was revised in 1960 to allow disability benefits available for people under 50 years of age. The decrease in the participation rate of the men's labor force is expected to continue; it is estimated to be 70 percent in 2020 and 66 percent in 2050.

As shown in **fig. 4** the chart below, unemployment by education total, unemployment by education men, unemployment by education women.



Source: Turkstat, Labour Force Statistics, December 2016.

**Figure 4:** Turkstat illustrates the Labor Force Statistics in years 2015 and 2016 between Turkish men and women in terms of unemployment and education

Retrieved from: <https://erikmeyersson.files.wordpress.com/2017/04/unempbyeduc.png>

### 3.) Import and Export in Turkey

Turkey's most recent foreign trade statistics, including service trade data and tariffs. In 2018, according to the Economic Complexity Index (ECI), Turkey was the world's 19th economy in terms of GDP (current US\$), 29th in total exports, 26th in total imports, and the 43rd most complex economy. Turkey exported \$177B and imported \$202B in 2018, resulting in a trade balance of -\$25B that was negative. Turkey's per capita exports in 2018 were \$2.14k and its per capita imports were \$2.45k. “The top exports of Turkey are Cars (\$12.9B), Delivery Trucks (\$5.38B), Vehicle Parts (\$4.63B), Jewellery (\$4.29B), and Crude Petroleum (\$3.65B).

The top imports of Turkey are Refined Petroleum (\$12.4B), Gold (\$11.3B), Scrap Iron (\$6.47B), Vehicle Parts (\$6.45B), and Cars (\$6.11B)” (OEC, 2020). The countries that turkey exports are mostly to “Germany (\$16.6B), United Kingdom (\$11.9B), Italy (\$10.1B), United States (\$8.57B), and Iraq (\$8.35B)” (OEC, 2020). The countries Turkey imports mostly from “Germany (\$22.1B), China (\$19.2B), Russia (\$15.9B), United States (\$10.6B), and Italy (\$10.4B)” (OEC, 2020).

Turkey applies the common external customs tariff of the EU to non-agricultural imports from third countries such as the United States and does not impose customs duties on non-agricultural products from countries of the European Union and the European Free Trade Association (EFTA). High tariff rates on many food and agricultural goods continue to be sustained by Turkey. Fresh fruit tariffs range from 15.4 to 145.8 per cent. Tariffs range between 19.5% and 130.0% for processed fruit, fruit juice, and vegetables. U.S. exporters of rice, dried beans, peas, sunflower seeds and wheat have stated questions posed by the Turkish customs authorities about the value of their goods. Turkey uses a number of export promotion incentives, although programs have been scaled back to comply with EU directives and WTO commitments in recent years. “Published export subsidies ranging from 5 percent to 20 percent of export values are granted to 16 agricultural or processed agricultural product categories in the form of tax credits and debt forgiveness programs, and are paid for by taxes on exports of primary products such as hazelnuts and leather” (USTR, 2020).

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