

From strength to strength

By **LEVENT ÇAKIROĞLU**

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LEVENT ÇAKIROĞLU is President of the Durable Goods Group of Koç Holding and the CEO of Arçelik, the parent company of Beko. He has also been CEO of Koçtaş, a joint venture of Koç Holding and Kingfisher, as well as CEO of Migros. He graduated from Ankara University and obtained his Masters degree from the University of Illinois.

Turkey and Britain have a long history of constructive diplomatic, economic, commercial, and cultural relations and ties between the two nations continue to grow at various levels and with great vibrancy.

Turkey is a rising power and is of growing importance in the region and on the global scene: its unique geopolitical position making it a cultural, economic, and political hub for Europe, the Middle East, Central Asia, and North Africa. More than 60 per cent of Turkey's population is under the age of 35, while 43 per cent of Turks are under 25, making it younger than any of the countries in the European Union.

The dynamism of the Turkish economy, whose GDP expanded by 8.8 per cent in the second quarter of 2011, along with its skilled workforce and clear logistical advantages, all combine to make the country among the most promising markets for the United Kingdom's business and investment community. Active commercially all over the planet, Turkey is predicted to join the top 10 of the world's economies within the next 30 to 40 years. This growth can be of benefit to both the United Kingdom and Turkey.

Reflecting closer political links between the two countries, Anglo-Turkish commercial ties have steadily increased over the last decade. Turkey's exports consist for the most part of manufactured goods, textiles, clothing, automotive products, white goods, and chemicals; and Britain is among our leading importers. It is also worth noting that the UK is among the biggest, and growing, overseas investors in Turkey. These commercial ties can, and should be, developed further.

Beko Plc and the UK and Ireland

In 1990, a previously unheard of Turkish brand came to the UK and Ireland, bringing with it innovative and attractive white goods designed specifically for the needs of British and Irish consumers.

Over the past two decades the Beko brand has proved popular with a wide variety of consumers. Launched in 1991, the brand has gone from strength to strength thanks to its wide range of products, strong relationships with retailers, and dedication to customer service. Beko has worked extremely hard with its retail customers to develop and launch innovative and attractive products that are relevant to British consumers, and is now poised to grow its market share

even further in its third decade in the UK.

Beko is one of the leading brands in the UK

Beko has been the fastest growing white goods brands in the UK in recent years, registering 90 per cent growth, and is now the number-one brand for fridges, cookers, and freestanding washing machines in the UK. Almost one in five kitchen appliances sold in the UK is a Beko.

The company's success is further illustrated through the endorsement of many Beko products by Which? magazine, the UK's leading consumer title. Quality is one of our strongest attributes, so the company is proud to be consistently recognised by Which? magazine with Best Buy accreditations.

Beko is also determined to create value for its retail partners by providing unique solutions and commercial propositions, supported by marketing communications and operational infrastructure. Over the last two years, we have been awarded Supplier of the Year by three of our top retailers, further demonstrating our commitment to satisfying customer needs. We celebrated sales success in the UK with "Beko 21" a re-launch of our entire range to celebrate the 21 years of working with UK retailers.

Group membership is our strategic asset

Being a member of the Arçelik and Koç groups brings with it major benefits and advantages for Beko plc. All products sold in the UK have been manufactured by Beko's parent company Arçelik, which invests heavily in research and development, which is a key part of the products' competitive edge. The other secret of our success is our manufacturing process, which is designed to respond quickly to local market needs.

Aside from accumulated technological know-how and access to group management skills, our extensive overseas network and international marketing capabilities are also key critical competitive assets for us.

Our goals have always been ambitious, and have been achieved with the help and support of key stakeholders. Building on the company's 21 years of trading in the UK and Ireland, Beko plc will continue to lead the market by providing superior quality, delivering exceptional value, and offering the highest levels of customer satisfaction. We will continue to listen and respond to the needs of customers and consumers to ensure we maintain our position as one of the leading white goods companies in the UK.