



Don't be classic,
be different with Tecbag!

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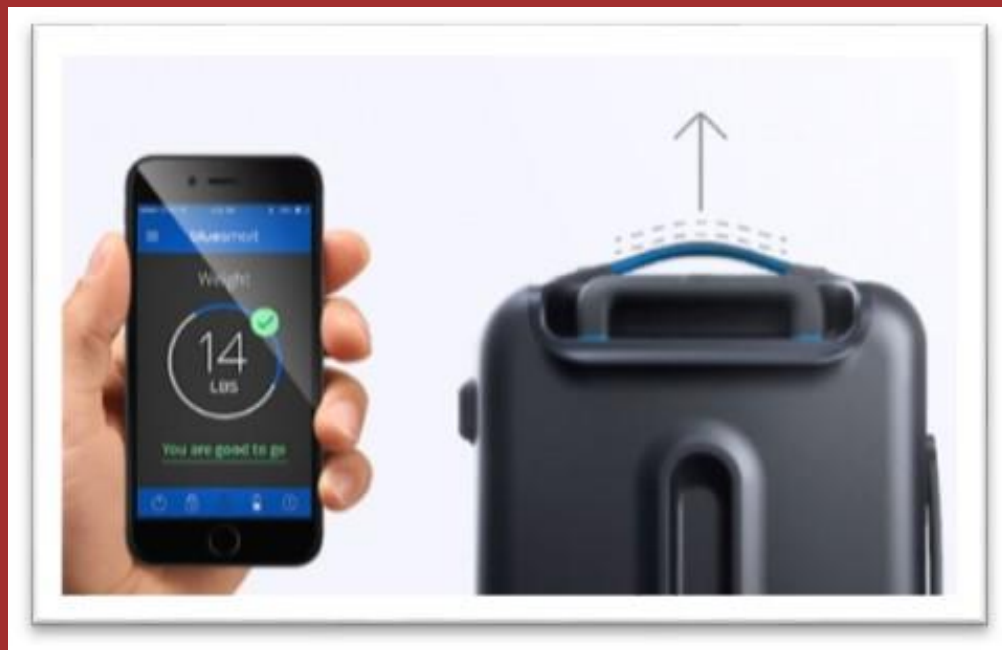
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Explanation of the idea:

Our product is a modern suitcase for travelers.

Additionally this suitcase has:

- A GPS sensor (to show you where your suitcase is);
- SENSORS to calculate the weight of the suitcase;
- A SPECIAL COMPARTMENT for the laundry.



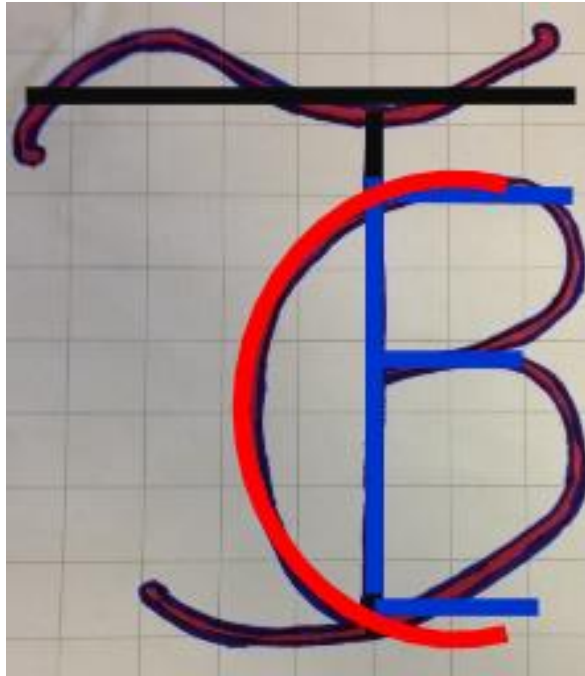
Explanation of the name:



We chose the word “technology” because this bag is a technological achievement.

We used the word “bag” because it is really just a bag!

Explanation of the logo:

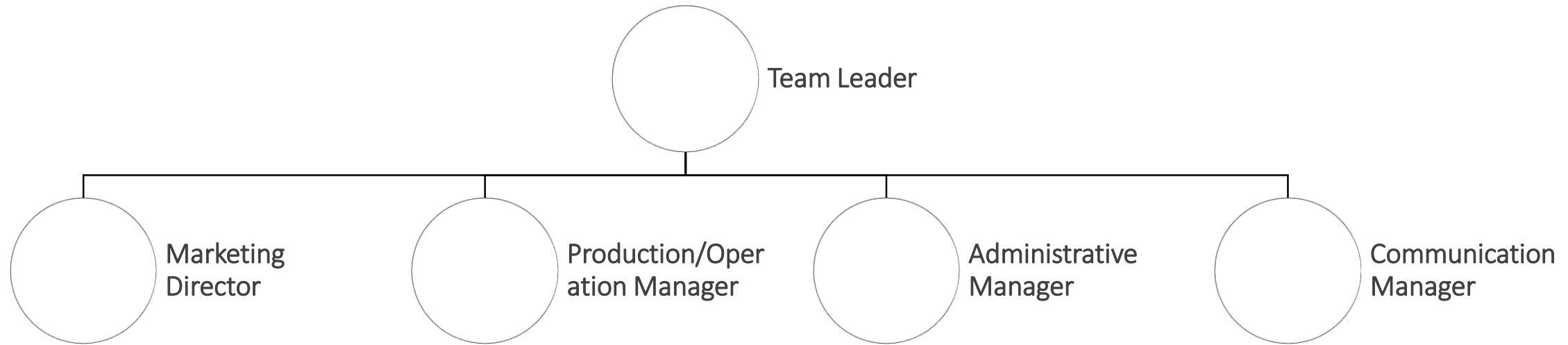


TechnologicalBag

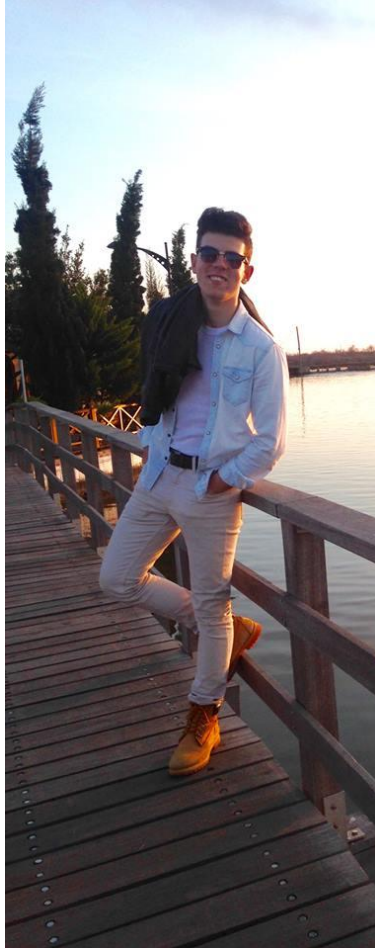
Final logo:



Organization chart



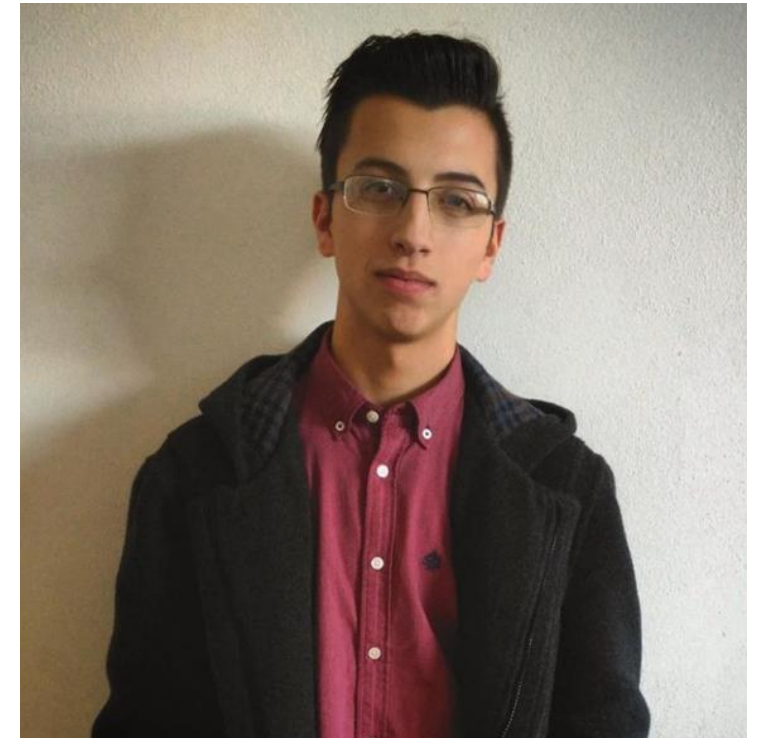
Roles and Human Resources:



Muammet Konte
Country: Greece

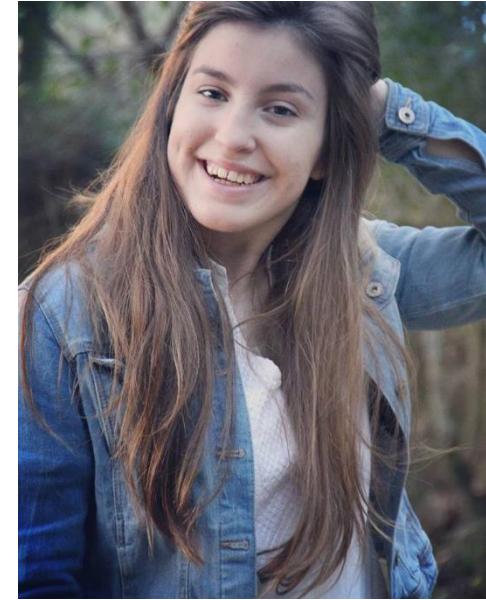
A **team leader** is someone who provides guidance, instruction, direction and leadership to the team for the purpose of achieving a key result or group of aligned results.

Marketing directors are responsible for strategizing and implementing the organization's marketing campaigns.



Gonçalo Bento
Country: Portugal

Nikolina Boich
Country: Croatia



Daniela Marques
Country: Portugal

Production/Operation Manager

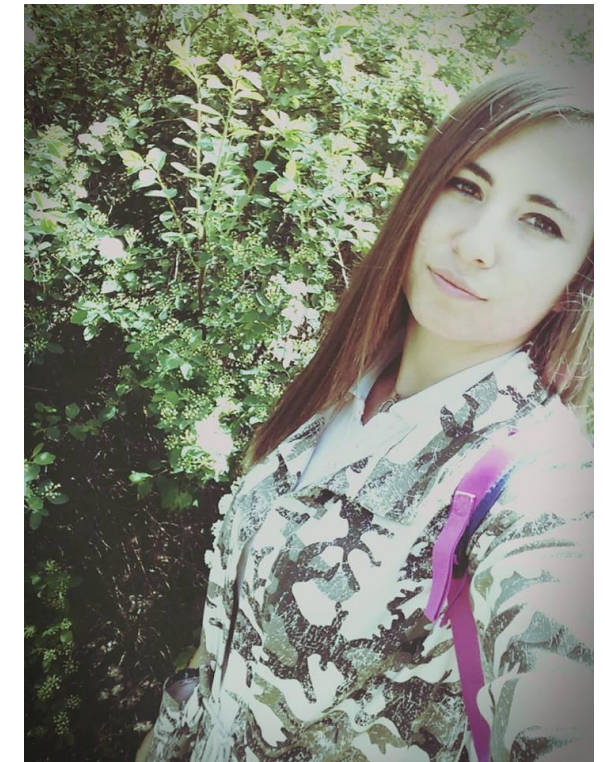
concerned with designing and controlling the process of production and redesigning business operations in the production of goods or services.



Buse Tezel
Country: Turkey

Administrative managers oversee the support operations of an organization. They ensure that there is effective information flow and that resources are employed efficiently throughout a business.

Communication managers are responsible for conveying the organization's internal and external messages. They draft written materials, prepare presentations and communicate with employees.



Tugce Karakas
Country: Turkey

Market research

We asked people, from different ages, residence (Portugal, Greece and Turkey) and education, their opinion about this product.

We concluded that:

- 90% find this suitcase convenient;
- For 41%, the GPS sensor is its most important feature;
- 46% would like to buy the product at bag stores.

Competitor analysis

We have some competitors:

Rockland™



Pierre Cardin

SWOT Analysis:

Strong points	Weak points	Chances	Threats
Innovative product	There are some similar prototypes of a similar product on the net	Simple	High competition
Convenient and smooth	Weak and high cost maintenance	Innovative	Expensive maintenance
Easy to use	Expensive price, because it's an advanced technology	High technology	Regular updates
Gps Locator		Easily accepted by the public	Programming errors
Weight sensor			
Electronical list			
Anyone can use it			



Type of company

We chose the **limited liability company** as it is required:

- At least one shareholder to form this type of company;
- A minimum share capital of 10 000 TRL;
- It will also have to be deposited during the initial phase of the incorporation process;

The liability of shareholders is limited to the amount of share capital invested in the company.



DISTRIBUTION

The **TecBag** will cost €350 in the official online and physical store.

The **TecBag** will cost 360€ in other stores such as hypermarkets, bazaars, bags stores, airport shops.





Our registered and administrative office is in Ankara.

The criteria for Çukurambar is its strategic location to reach more business people. This location is surrounded by important organizations, associations, holdings, Ministries, etc.

Since our target group is specifically wealthy people, it will be easier to reach them.

Advertising Strategy

For the advertising campaign we chose various ways for carrying that out, such as:

- Outdoors in airports and central parks;
- Website for tourists;
- Advertisements on TV, radio, Facebook, Twitter, Instagram and websites;
- Lifestyle magazines;
- Participating in various events, presentations and meetings in different countries or cities worldwide.

Business Card



T-shirt



Nameplate of bags



Outdoors



Trade agreements

Our company chose to buy pre-made bags from Samsonite and devices from electronics suppliers.

We will assemble them and create the final product at our facilities.

Bureaucratic process

- Submit the memorandum and articles of association online at MERSIS (Central Registry Record System);
- Execute and notarize company documents;
- Obtain potential tax identity number;
- Apply for registration at the Trade Registry Office;
- Certify the legal books by a notary public;
- Follow up with the tax office on the Trade Registry Office's company establishment notification.



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10 Reasons to Invest in Turkey

Investors' Guide

> Prior to Arrival in Turkey

• How to Get a Work Permit?

• How to Get a Residence Permit?

> Establishing a Business in Turkey

> Transferring Assets

> Cost of Doing Business in Turkey

> Financing a Business

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How to Get a Work Permit?

1. Initial Application

One can file an application to obtain a work permit in Turkey either while located in Turkey or abroad.

In the case of applications filed abroad, foreigners are required to file an application at a consulate of the Republic of Turkey in the country of which they are a citizen or a permanent resident. The application should be accompanied by a labor contract, letter of assignment, or a document stating company partnership. The employer in Turkey is required to file an online application and submit the required information and documents to the Ministry of Labor and Social Security, either in person or via mail, within ten business days following the date of the candidate's application to a consulate. The consulates of the Republic of Turkey and the ministry will execute online the procedures for the work permit applications filed abroad.

Related Files



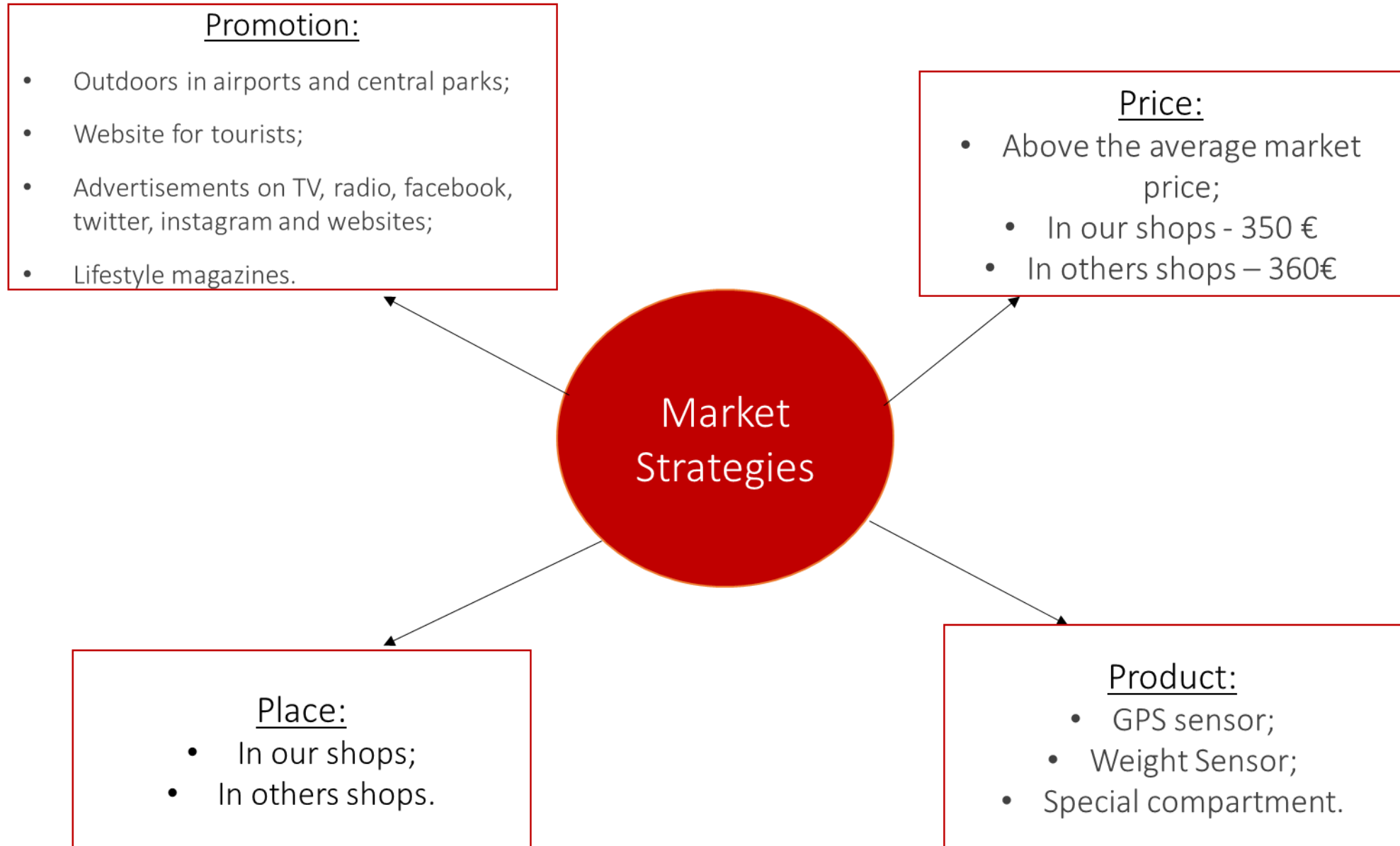
Work Permit Criteria for Foreigners



Format : PDF

Size:258KB

[Contact ISPAT](#)



Three-year budget estimate

	2016	2017	2018
Electricity	30 000 €	30 900€	31 800€
Water	3 600€	3 708€	3 816€
Travel and stays	26 400€	27 192€	27 964€
Insurance	24 000€	24 720€	25 440€
Communication	6 000€	6 180€	6 360€
Advertising and marketing	6 000€	6 180€	6 360€
Total	96 000€	98 880€	101 740€

Financial requirements

- Investments:

Item	Justification	Value
Physical space	We need this so that we can develop our product.	€ 200,000
Equipments	We need this to provide the various features of the bag.	€ 150,000
Raw material	These make up the suitcase.	€ 300,000
Skilled labor	It is necessary to finish the product.	€ 10,000
Total		€ 660,000

Cost of Goods Sold and Consumed:

- Sale price

CMVMC	Unit cost	QTY	Total	Margin
Suitcase / basement	150€	8800€	1 320 000€	1 760 000€



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TecbagTbg