



FRANCHISING IN TURKEY

The Franchising sector in Turkey is continue to grow due to its young population, geographical advantage to expand to Middle East, Europe, CIS countries and Northern African markets. Turkish government and NGOs support entrepreneurs with financial incentives and banks have started to provide credit packages for them.

So, the sector is diversifying rapidly from fast food and apparel, to education, cleaning, printing, office and computer services, furniture, hardware, real estate, stationary, fitness and supermarket chains.

Did you know these facts about Franchising in Turkey?

1. In **1985**, first franchise outlet had opened by American fast food giant **McDonald's** in Turkey
2. Based on the market research conducted by UFRAD (Turkish Franchise Association) there are **3,000** different franchising brands with **60,000** units in Turkey (**36%** of these chains are foreign, **64%** of these are national brands)
3. Turkey has a total of **\$50 Billion** franchise investment potential
4. More than **120** Turkish Brands are operating internationally
5. Be My Franchise Franchising& Dealership is Turkey's first and only franchising exhibition