



**Nazilli  
Ticaret  
Odası**

Nazilli Chamber of  
Commerce

*Bölgenin Parlayan Yıldızı*



# ENTREPRENEURSHIP IN NAZILLI



# WHAT IS ENTREPRENEURSHIP AND WHAT IS NOT? WHO IS AN ENTREPRENEUR?

## 1. What Is Entrepreneurship, What Is Not?

In recent years, entrepreneurship has become a very popular concept in our country and business world, and it has become a concept that is valued with both social media and developing technology. It is not possible to make a single or complete definition for entrepreneurship. However, if we define it in general, the first phrase that comes to our mind when it comes to entrepreneurship is "one's ability to draw a path for himself by perceiving opportunities and by using his ideas, experiences and abilities that he wants to realize. it enables new investments to be created by combining its capital".

So What Is Entrepreneurship Not?

- Being a quantumist is not an entrepreneur.
- Dealing with the network marketing business is not an entrepreneur.
- Guarantoring is not entrepreneurship.
- Studying entrepreneurship, attending seminars, reading many books is not entrepreneurship.

### 1.1. Who is an Entrepreneur?

Entrepreneur is a person who brings together the elements of production under the most profitable conditions in order to produce goods and services. Takes risks and realizes the business project.

### 1.2. Entrepreneurship Development Process

We can examine the development process of entrepreneurship in two periods as this process before the industrial revolution and until today. We can say that entrepreneurship has developed and continues to develop with the ever-developing technology and internet. It has become easier for the new generation of young people to realize and implement their different projects by taking advantage of the opportunities they have with the developing technology.

When the literature is examined, it is seen that many authors define entrepreneurship based on their observations and different perspectives. According to Hisrich and Peters, entrepreneurship; It is the process of creating a different value by spending time and effort by taking on economic, psychological and social risks. At the end of this process, personal satisfaction is achieved. In other words, it is the process of creating new and unknown information. (Robert Hisrich 2002)

Historically, "entrepreneur", translated into Turkish as entrepreneur, comes from the French word "entreprendre" and its meaning is "to do something." In the Middle Ages, it was used to mean the person who is active and doing business. According to the entrepreneurship theory that emerged in the 20th century, the entrepreneur is the person who makes innovation by taking

risks. In other words, the entrepreneur is the one who sees opportunities and tries to realize them by taking any risk when they find them.

In a definition that focuses on behavior and activities, entrepreneurs;

- Providing the resources needed to use existing or self-created opportunities, combining them with the available resources and organizing them to transform them into production and service,
- Self-initiative and leadership characteristics at all stages of establishing a business,
- Continuing on its way despite the risks by calculating the risks at these stages and taking the relevant measures,
- It can be said that the qualities that create expectations can come to the fore, beyond being sensitive to the expectations of customers in this search and constantly seeking innovation

## 2. General Situation of established and liquidated businesses in Turkey and in Nazilli

In this report, Turkey's newly established and liquidated enterprises in the last 4 years, has been a general assessment of the situation in terms of Nazilli district

As a result of the data received in Turkey said that the number of newly established enterprises in the upward trend in recent years. The table showing the establishment - closing statistics data by years is as follows;

Table 1 - Statistics of the General New Established - Closed Business in Turkey

TURKEY IN GENERAL			
Years	Newly Established	Closed Business	Rate
2014	58.715	15.822	26,9 %
2015	67.622	13.701	20,3 %
2016	64.481	12.328	19,1 %
2017	67.785	12.358	18,5 %

The percentage indicates the ratio of the number of businesses established in that year to the number of businesses that were closed in that year. It is not the figures of businesses that were established and closed again in the same year. All real person and legal person business enterprises are discussed. Businesses in liquidation also Included in the statistics of the closed company.

Turkey Union of Chambers and Commodity Exchanges of the last 4 years (2014, 2015, 2016, 2017) according to the data;

In Turkey, the number of businesses established in the year 2014 58.715, the number of businesses closing 15 822.

The number of enterprises established in 2015 was 67.622, the number of enterprises closed down was 13.701.

The number of businesses established in 2016 was 64,481, and the number of businesses closed down was 12,328.

It was determined that the number of enterprises opened in 2015 increased by 15% compared to 2014, and decreased by 13% in the closed businesses. It was found that in 2016, the number of newly opened businesses decreased by 4.6% and the number of businesses closed by 10% compared to the previous year. Finally, in 2017, the number of enterprises established was 67,785 and the number of businesses closed was 12,538. When we compare 2017 with the previous year, there is an increase of 5.1% in newly established businesses and 1.7% in the rate of closed businesses.

As seen in Table 1, it is possible to say that; The ratio of businesses closed in 2014 to newly established businesses was 26.9%, the ratio of businesses closed in 2015 to newly established businesses was 20.3%, the ratio of businesses closed in 2016 to newly established businesses was 19.1%, and finally, this ratio was 18.5% in 2017.

#### TURKEY BUSINESS NUMBER OF INSTALLED AND LIQUIDATED

-----Number Of Businesses Founded      -----Number Of Business Closed

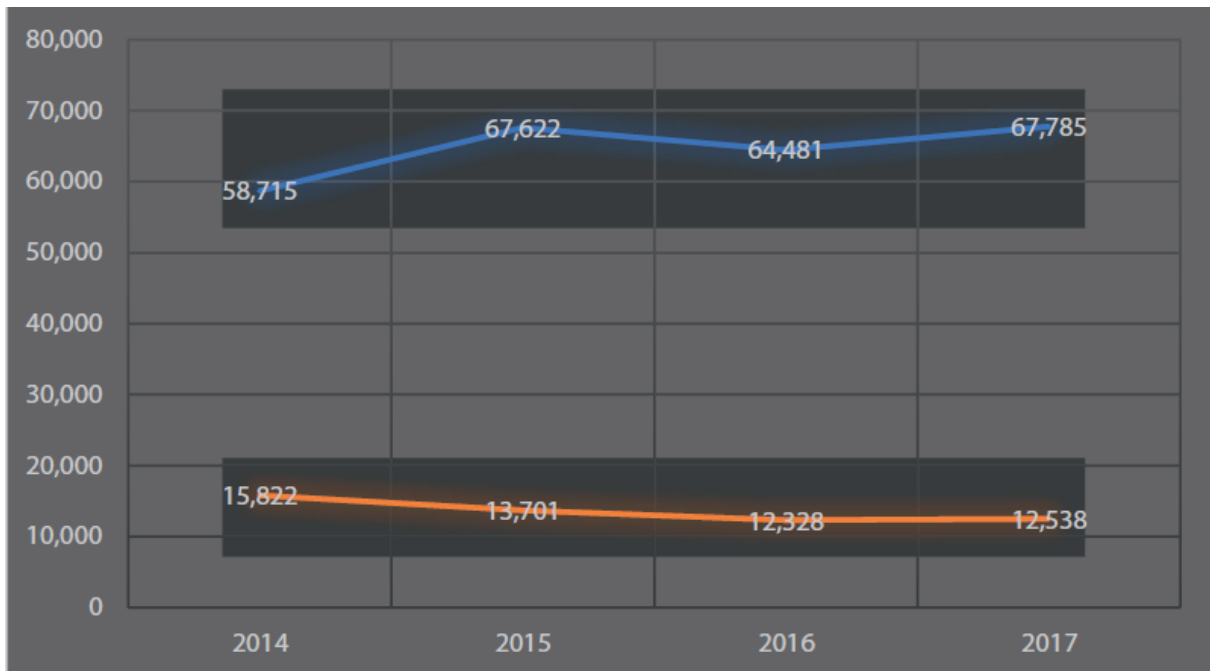
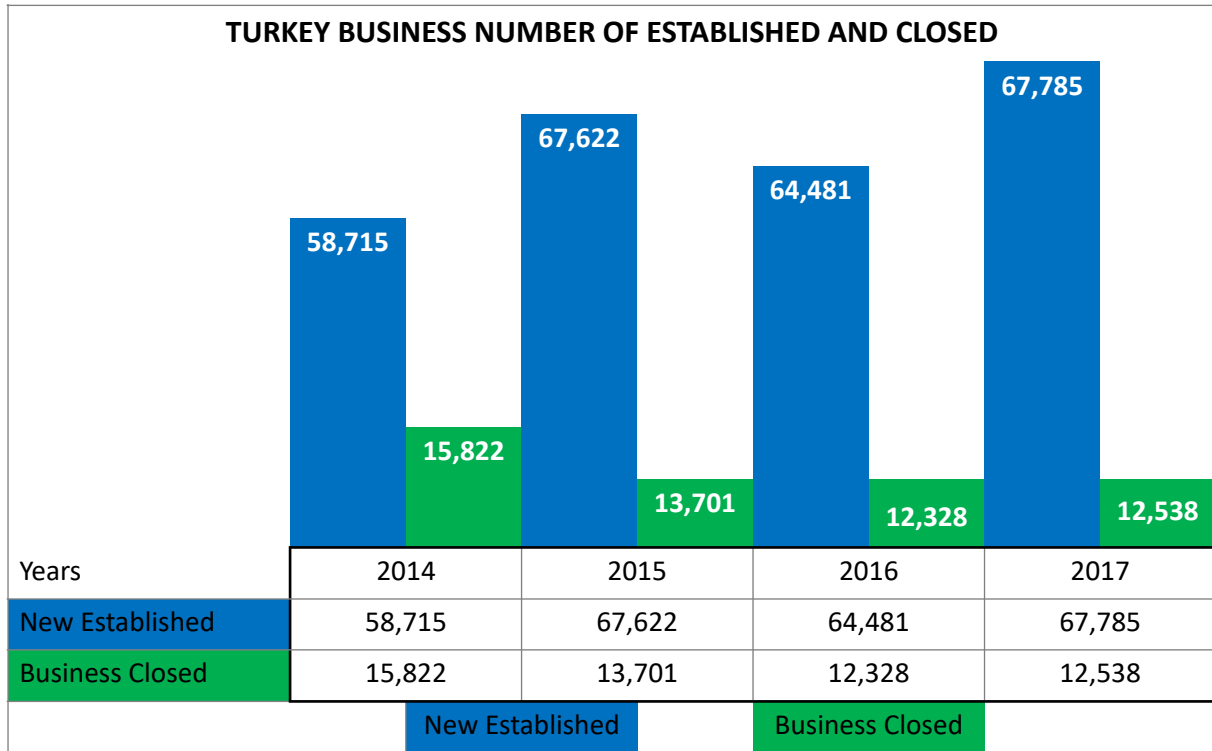


Table 2

Table 2 shows the number of new established and liquidated enterprises in Turkey has also been shown visually.



(Turkey Union of Chambers and Commodity Exchanges established / Liquidated Companies Statistics 2017)

In the table below, the data obtained from Nazilli Trade Registry Directorate are evaluated.

Table 3 - Newly Established and Closed Company Stats Stations

NAZILLI			
Years	New Established	Business Closed	Rates
2014	420	158	37, 60%
2015	334	203	60,80%
2016	438	141	32,20%
2017	449	149	33,20%

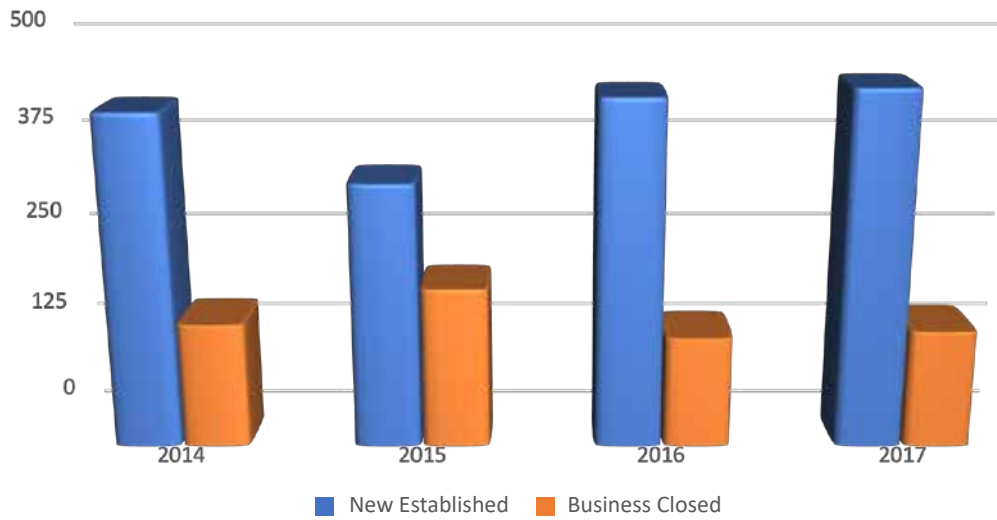
The percentage indicates the ratio of the number of businesses established in that year to the number of businesses that were closed in that year. It is not the figures of businesses that were established and closed again in the same year. All real person and legal person business enterprises are discussed. Businesses in liquidation also Included in the statistics of the closed company.

In line with the data received from Nazilli Trade Registry Directorate; In 2014, the number of new businesses opened in Nazilli district was 420 and the number of businesses closed was 158. In 2015, the number of newly opened businesses was 334 and the number of businesses closed was 203. In 2016, the number of newly opened businesses was 438 and the number of businesses closed was

141. Finally, in 2017, the number of newly established businesses was 449 and the number of businesses closed was 149. Those establishing new businesses decreased by 20% in 2015 compared to the previous year, increased by 31% in 2016 compared to the previous year, and in 2017 increased by 2.5% compared to the previous year. In addition, it is observed that the closing rates increased by 28% in 2015 compared to the previous year, decreased by 31% in 2016, and 5.7% in 2017.

Table 3 shows that the ratio of enterprises closed in Nazilli in 2014 to newly established enterprises was 37.6%, 60.8% of enterprises closed in 2015 to newly established enterprises, 32.2% in 2016, and 33.2% in 2017.

#### NEW ESTABLISHED AND CLOSED BUSINESSES in NAZILLI



Years	2014	2015	2016	2017
New Established	420	334	438	449
Business Closed	158	203	141	149

The number of businesses that closed in 2014 in Nazilli with the rate of 10.7% is above the average of Turkey. 40.5 percent of the number of company closures in 2015 were found to be above the average of Turkey. It was observed that the number of businesses that closed in 2016 exceeded the average by 13.1%. It is seen that the number of businesses closed in 2017 was 14.7% above the average.

Another result obtained from the tables is that the closing rates of businesses opened in 2015 are very high. Although many economic factors played a role in this increase, the biggest reason was the enterprises abandoned in accordance with the temporary article 7 of the Turkish Commercial Code. In 2015, legally abandonment was made for companies that were inactive, whose capital was below the legal limits, whose address status could not be determined, and whose financial records were deleted.

### 3. Applied Entrepreneurship Training

Applied Entrepreneurship Trainings, in line with the general goal of spreading the entrepreneurship culture in the country and establishing successful businesses; It is organized in cooperation with KOSGEB and stakeholder institutions / organizations in order for entrepreneurs to have knowledge and skills in starting and running a business, to realize their roles and responsibilities in this process and to prepare business plans for their own business ideas. It is open to participation and free of charge.

Table 4: KOSGEB Applied Entrepreneurship Training – Yearly

<b>TÜRKİYE</b>		
<b>YEAR</b>	<b>TRAINING NUMBER</b>	<b>NUMBER OF PARTICIPANTS</b>
2010	309	11.584
2011	1.404	48.145
2012	1.822	57.192
2013	2.531	86.309
2014	2.524	86.805
2015	2.759	94.759
2016	5.521	176.092
2017	6.722	189.793
TOTAL	19.870	560.886

(TURKEY ENTREPRENEURSHIP STRATEGY AND ACTION PLAN FOR 2015-2018)

In Table 4; The number of KOSGEB Applied Entrepreneurship Education in Turkey Since 2010, a total of 16.870, is seen as the total number of participants 560.886. In 2016, there was an 85.8% increase in the number of participants compared to the previous year.

Table 5: Applied Training in Nazilli - Year Based

<b>TÜRKİYE</b>		
<b>YEAR</b>	<b>TRAINING NUMBER</b>	<b>NUMBER OF PARTICIPANTS</b>
2013	5	117
2014	10	245
2015	8	200
2016	15	374
2017	13	314

In the light of data from Nazilli Chamber of Commerce, Investment Support Office KOSGEB Representation, it is seen that the total number of applied entrepreneurship training programs in the last 4 years was 43 and the total number of participants was 1.250.

### 3.1. Distribution of Entrepreneurship in Nazilli and Sectoral Demand Gaps

According to the statistics of Nazilli KOSGEB Representation, the most preferred activity subjects of entrepreneurs who want to open a new business are as follows;

Table 6

<b>DISTRIBUTION BY SECTORS</b>	<b>PERCENT</b>
Market, Buffet	5,6%
Furniture	0,9%
Cafeteria, Coffeehouse, Tea Garden	6,4%
Hairdresser and Beauty Salon	3,4%
Photography	1,3%
Domestic products and Food trade	10,3%
Bakery products, patisserie	9,0%
Restaurant, dining hall services	14,2%
Software, security, information systems	2,6%
Textile, dowry, clothing	7,7%
Agriculture and Livestock activities	4,7%
Construction, decoration	3,0%
Auto Repair, Expertise and Washing and Lubrication	3,0%
Tourism agency	2,6%
Wedding, Engagement, Fun etc. Special Day, Advertising and Organizations Firm	2,1%
Workshop and production activities	10,3%
Cleaning company	3,0%
Stationery	2,6%
Dormitory business	0,9%
Optician	1,7%
Shoe store	0,9%
Cosmetic products bijouterie	1,7%
Others	2,1%



### 3.2. Distribution of Entrepreneurship According to Nace Codes in Nazilli

Looking at TOBB company statistics; It was seen that Turkey's most of their preferred activity of newly established enterprises in 2017 in general, with the ratio of 13.08%, "which is residential or non-residential construction of buildings". However, in the data of Nazilli district, it was observed that the most preferred activity subject by entrepreneur candidates was "Restaurant and dining hall services" with a rate of 14.2%.

Looking at the TOBB company statistics; In Turkey, the company closed in 2017, compared with 12.12 percent of the established activities is seems to be the sector of "Electricity Generation".

### 4. What is the Nace Code?

The Statistical Classification of Economic Activities in the European Community is called NACE and is used as a reference source for the purpose of producing and disseminating statistics on economic activities in Europe. In NACE coding, businesses are given a six-digit code according to their field of activity. Within the scope of the European Union harmonization studies carried out in many fields in our country, NACE code application has also started to be used. For example, the Revenue Administration of the Ministry of Finance has been using NACE codes for a while.

NACE Code, Regulation on Grouping Professions in Chambers / Commodity Exchanges published in the Official Gazette dated 19.1.2005 and numbered 25705; In accordance with 03.06.2012 dated and 29312 numbered Official Gazette 3rd agent of change published in the connected chambers of commerce and stock exchange members activity codes, and to determine the consequent occupational group task, has been given to Turkey Chambers and Stock Exchanges Union (TOBB).

The distribution of sectors preferred by entrepreneurs in Nazilli district according to nace codes is as follows.

Market, Buffet	Furniture	Cafeteria, Coffeehouse, Tea Garden	Hairdresser and Beauty Salon	Photography	Domestic products and Food trade	Bakery products, patisserie	Restaurant, dining hall services	Software, security, information systems	Textile, dowry, clothing	Agriculture Livestock activities
46.17.01	46.15.01	56.10.19	96.02.01	46.43.10	46.31.01	10.71.02	56.10.06	46.14.01	46.16.03	01.49.90
47.11.01	46.47.01	56.30.02	47.75.01	74.20.29	46.31.02	46.38.04	56.10.08	46.66.01	46.16.04	46.11.02
47.11.02	31.02.01	61.90.05		74.20.26	46.31.03	47.24.01	10.85.01	62.09.02	46.42.01	46.23.01
47.11.03	46.65.01			46.49.24	46.31.04	10.71.01	56.10.18	62.01.01.	46.42.05	46.23.02
	47.59.08				46.31.05	10.72.02		80.20.01	46.42.06	47.78.29
	47.79.04				46.31.06	47.24.03		46.51.01		01.47.01
					46.31.07	56.10.09				01.47.03
					46.31.08					
					46.31.09					
					46.31.10					
					46.31.11					
					46.31.12					
					46.31.90					
					46.38.05					
					46.38.06					
					46.33.01					
					46.32.04					
					47.22.02					
					47.29.04					

Construction, decoration	Auto Repair, Expertise and Washing and Lubrication	Tourism agency	Wedding, Engagement, Fun etc. Special Day, Advertising and Organizations Firm	Workshop and production activities	Cleaning company	Stationery	Dormitory business	Optician	Shoe store	Cosmetic products bijouterie
23.32.01	45.20.01	79.11.01	82.30.02	23.70.01	46.73.07	17.23.06	55.90.01	23.19.02	46.16.01	20.42.03
23.62.01	45.20.02			23.70.02	46.73.08	46.18.01	87.10.01	32.50.01	46.42.02	32.91.03
46.13.01	45.20.03			43.33.01	46.73.09	46.49.03	94.99.03	46.43.11	46.42.08	46.18.02
41.20.01	45.20.05			46.24.01	46.73.19	47.62.01		47.78.03	46.44.04	46.45.01
41.20.02	45.20.06			23.41.04	46.73.20	46.18.01		47.78.07	46.49.02	47.19.01
41.20.04	45.20.07			23.49.01	46.73.22				47.64.06	47.75.01
42.91.04	45.20.08			46.76.05	46.73.90				47.72.01	47.89.09
42.99.02	45.20.09			32.40.05	47.52.01				47.72.06	
42.99.03				24.33.01	47.52.20				47.82.01	
42.99.04				24.34.01	47.52.21				47.82.03	
43.22.03				08.99.01	47.52.90				77.29.01	
43.39.02				22.29.07	71.12.90				95.23.01	
43.99.05				22.21.03	77.12.01				96.09.01	
43.99.11				13.93.01	77.32.01					
43.99.12				13.92.02	84.13.13					
43.99.13				22.19.02	16.23.90					
43.99.15					22.23.90					

## Sources

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