



Case Study



SABİT ERTÜR FOOD, OIL INDUSTRY
AND TRADE LIMITED COMPANY

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I am Mustafa Sabit Ertur. I am the child of a family that has been in the olive oil business for 4 generations. I am from Edremit. When Edremit is said to be native, even immigrants who moved 2 generations ago come to mind, but we are 4 generations of Edremit residents. I graduated from Marmara University, Department of Business Administration. I came here and worked with my father. Then I entered the olive oil trade business, thinking that I would do my own business. For a while, I bought and sold olive oil commercially and even became one of the tax record holders in Edremit. I have founded this place since 2000. My father also established his own Evren Ertür Olive Oil Museum.





I used to think that the most important thing in life was gold and wealth. However, I was wrong...

KING MIDAS



HOW IS YOUR PRODUCT OR SERVICE INNOVATIVE? WHAT GAP IN THE MARKETPLACE DOES IT FILL?



Frankly, I don't find it innovative. As I mentioned, we have been from Edremit for 4-5 generations. We have not provided the capital invested in other sectors in any other way. Olive growing and agriculture is hard work. Honestly, if I had given my labor in agriculture to another job, I would have been 100 times more.

If you look at the essence, in 2000, when I founded the factory, I brought "special tanks" from Italy, bought new machines, even forklifts. When I started this business, it was the most modern factory in the area. It was the box, the apparatus, the truck, which we renewed every day, but basically it is the traditional olive oil business we do.

WHERE DID YOU SOURCE THE MAIN SUPPORT AND RESOURCES

(Eg. Grants And Other Support)?



Thanks to olive oil business, I became a tax record holder in Edremit at the age of 30, and got a bronze medal in Balikesir. I have established this business with my own income with the income I have earned in return for my commercial efforts.

HOW SUCCESSFUL HAS IT BEEN?



Whatever I did, I used the logic of "No offense, no trouble". I experienced the advantages of being responsible. I come from a family where my father and uncles were educated in very good schools. Their knowledge of etiquette was also helpful, but I think it is a very good achievement to continue the agricultural business of this family until the fifth generation.

There is no sign at the entrance of my factory, we are not very active on the internet or social media, but word of mouth communication is intense. One of the important indicators of our success in the business is that the waiter working in the elite restaurants I mentioned found me and received news such as "Brother, customer wants your olive oil". Again, e-commerce companies such as trendyol, Hepsiburada, N11, as well as wholesale and canned oil sales, are a sign that we are keeping up with the new age.

WAS SUCCESS A RESULT OF INDIVIDUAL WORK OR COLLABORATION (OR BOTH)?



Obviously I should mean individual. This job is not a job with 12 months a year, it ends around October 15-beginning of February. At harvest time, the whole load is on your back. If we want to hire a separate person for that job, the system cannot handle that many employees. That's why you have to control everything.

Moreover, we get crops on the tree. We take the risk of this. There are times when I have to walk 9 km a day to control the olive groves. I prefer to continue working with 3-4 good staff here.