

SUCCESS STORIES GÜLBAHAR TAŞKESEN

September, 2023 / vol. 10



“

Gülbahar Taşkesen took her first step into the world of entrepreneurship by repair and renovation of defective clothing products and sold these products in strollers before establishing Sena Marka Giyim. Gülbahar went into business by renting a small shop in her neighborhood. She stated that she always felt the support of her family behind her. Also, Gülbahar contributes to the employment of women by employing women in her neighborhood to support her in repairs and renovations of products. She said that for her business, where she mainly sells children products:

"I'm glad I took the first step by renting my shop."

Gülbahar, who has gained the trust of her customers in her business, where she also includes special sewing products, improves herself by participating in training in the field of mold design. There is even a customer base for tailor-made products. Gülbahar stated that she receives the greatest strength from her customers when opening her business every morning. She is motivated every day by opening new products and putting them on the shelves every day.

Gülbahar, who participated in the Micro Business Game Training developed by Sparkassenstiftung, believed that she has improved herself in the fields of business management and financial literacy. She expressed the contribution of the training with these words:

"I have been doing this job for fifteen years, Micro Business Game Training has given me at least three years of experience. For example, I learned that it was important not to take more risks and keep a daily record of the finances regularly. Now I have started to forecast sales. I try to closely follow my customer potential and order products according to their requests."

After the training she attended, Gülbahar decided to take her business to the next level by obtaining a loan from Sparkassenstiftung's partners, Turkey Grameen Microfinance Program (TGMP) and Halkbank. Gülbahar, having successfully accessed financial resources, invested in different products for her business and underlined that the loan she received was the lifeblood of her business. She added that turning the loan she received into a product increases her profit margin.

Gülbahar gave her advice for entrepreneurs: "Certainly, people should have a goal and they should state this goal in writing or speaking. Everyone can do anything. The important thing is to take steps, then the doors open. In addition, it is very important that as business owners, they are principled, reliable, honest and devoted to their work." Gülbahar wants to produce waitress-sized products by focusing on clothes of children in her business in 5 years. Gülbahar is planning to expand her product line in line with the demands of her customers and she is taking firm steps forward on this path.

As Sparkassenstiftung Turkey, we wish Gülbahar's story to inspire many potential and existing entrepreneurs.

”