

SUCCESS STORIES

SELÇUK YAŞAROĞLU

October, 2022 / Vol 03



Selçuk Yaşaroğlu has been in the fishing business which he inherited from his family for 50 years. In addition to fishing, he is also the owner of Tolga Fish Restaurant, which he is running with his family for 8 years and is named after his first grandchild. Selçuk states that the most important factor in his decision to open a cooking house was the demand from his customers. He adds,

“The fact that people do not prefer to cook fish at home because of the smell was the most important factor that prompted us to open a fish restaurant.”

Tolga Fish Restaurant has regular customers from the neighbourhood and surrounding areas and other customers of the restaurant, which have moved far away, continue to come to eat fish.

Since its establishment, Selçuk has been managing his fish restaurant as a family business with his wife and daughter. It's a family business which holds the majority of the 10 employees. He states that the biggest advantage of having a family business is that quality of products is sustained. In the cooking house, all products have the same standards. Satisfaction of customers with the service and product they purchase is the biggest source of motivation for business employees.

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One of the most important reasons of Tolga Restaurant's success is special fish soups. It took about 6 months to develop the content and recipe of fish soup, which is an inevitable classic of the business. After taking its place on the menu, fish soup becomes indispensable for customers, so much so that the reputation of this soup even exceeds the borders of Ankara. Stating that he loves fish and fishing very much, Selçuk underlines that, thanks to this passion, he can serve people with pleasure. In 2022, Selçuk participated in the Micro Business Game Training, prepared by the German Sparkassenstiftung for the development of small and medium-sized enterprises. Selçuk describes his experiences in Micro Business Game Training with these words:

“I learned a lot and changed some strategies that he thought was right.; For example, making a lot of money with little expense, getting a daily wage for myself, being able to do a lot of work with less labour. This training is very beneficial. It pulls people out of; a certain mold for instance, I never thought of getting a salary for myself. It teaches us to evaluate the possibilities well and to make the right investment in this direction.”

Commenting on Micro Business Game Training as a mirror of real life, Selçuk states that the most important teaching he learned in education is to employ correct and qualified personnel in his business.

After attending Micro Business Game Training, Selçuk's wife receives a micro credit from the Turkish Grameen Microfinance Program (TGMP). This microcredit is a saviour for Tolga Fish Restaurant, whose business naturally decreases between April and September when the fishing season ends, while paying the fixed expenses of the business such as employee salaries and the rent of the restaurant.

According to Selçuk, the biggest secret of being successful in trade is “Loving what you do or doing what you love.” Believing that the job should be done in the best way possible, Selçuk advises business owners not to do anything to their customers that they would not want for themselves. He believes that the work done with love is productive and successful. Selçuk's plans include moving his business to a restaurant with a larger garden and hosting his customers in that garden in the summer months.

As Sparkassenstiftung, we believe in the power of work done with passion and hope that Selçuk's story will be a source of inspiration for many potential and existing entrepreneurs.

