



INTRODUCTORY LETTER

ABOUT US

AGUCUK BABY started out its career in Bursa, Turkey in 2005, manufactures baby wears. The Company has attained its place in the Turkish local market with high quality and affordable price. Since it was established, the main scope of the company has been the customer satisfaction. With the conscious, it owes its success to its customers. **AGUCUK BABY** has adopted to present trendy, quality, comfortable and healthy products as a principle in infant clothing.

AGUCUK BABY trademark pledges to present first class products to its customers. Thus the company works with the primary suppliers in order to produce high quality products. **AGUCUK BABY** has separated the administration, marketing and manufacturing units from each other to provide efficient service in the international scope. The administration and services are in the central structure; however start up phase of the manufactory is carried out within the subsidiary companies. **AGUCUK BABY** employs a hundred people in administration, marketing and subsidiary companies.

PRODUCTS

AGUCUK BABY provides customers with the quality service of products for 0 - 12 month infants with various model and color options. The products put on the market with the **AGUCUK BABY** trademark are: snapsuits/bodysuits, layettes (2-3-5 pieces); different types of blanket, changing mat, towel and kinds; baby comforter, handkerchiefs, jumpsuits, urgent baby-care sets (5 pieces) and vests. **All products are made of % 100 Ne 30/1 combed cotton fabric.**

Product designs are constantly updated according to customer needs and expectations in order to answer especially the international market preferences. All designs are carried out by our designers. Besides, new product designs are also made available to answer the demands and requests of the customers. The products are made of knitted fabric; printed and embroidered. The priority in the quality and design of the products is given to health, comfort and convenience. Thus clothes are produced high quality to get mothers to wear their babies easily and give comfort to the babies.

PRODUCTION

AGUCUK BABY makes production with its own trademark. Thus, it does never compensate from the quality. All the products are produced consistent with the international standards required for baby health. All raw materials and inputs are **toxin-free**. **AGUCUK BABY** provides its customers with necessary laboratory test results like Azo Dyes and Phathales. Production is carried out coordinately among the base company and subsidiary companies. Ironing, packaging, cutting, quality control and snaps fastening are in the base company; sewing trimming are made in the subsidiary companies. The products manufactured under the brand of **AGUCUK BABY** have been sewed for your babies using quality tissue. We pay extra attention to labeling quality and its content.

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AGUCUK BABY produces **5000 products per day**. The production is mainly stock-base. One of the most important issues we concentrate on is in time manufacturing. We never accept any orders that can't be manufactured and delivered just-in-time. All the orders received are delivered at all costs in any case.

Following the latest developments in the innovative technology and investment in new production tools underlie export-oriented specialization. The company has been working on the **new manufacturing plant for the following period** in order to realize its new market objectives.

We believe that the quality of the products and human skill during the manufacturing process should comply with the nature's naturalness and quality. That's why on one hand we have concentrated on lifelong education policy with "skills development support system" to develop our employers' skills; on the other hand we have defined human respect in employment conditions as one of our main manufacturing principles.

MARKETING PRINCIPLES

The base of **AGUCUK BABY's** marketing strategies is being customer-oriented. The marketing motto of **AGUCUK BABY** is "Our customers are shareholders of our company". Thus, growing with our customers is accepted as our basic principle for running our company. Accordingly, our basic marketing principle is constructed on providing right merchandise, in the right market, to the right customer, through right sales channels, in the right time, with the most competitive prices.

As of last year, 70% of our products were sold in domestic market and the rest, **%30, in international markets**. Our company aims to increase the rate of international markets in our total sales. Hence, it pays special attention and importance to branding activities and invests in the brand name of **AGUCUK BABY**.

Our company attaches special importance to marketing activities to enforce its status in the sector as quality product for reasonable prices. In-time, quality, and smooth delivery is adopted as one of our principles. For this purpose, simultaneous dialogue tools and methods are used in communication with our customers. We are aware of the difficulties of getting into foreign markets as a midsize company. Therefore, in order to be successful in marketing, we have decided to invest in all kinds of innovative technologies and to develop operational activity. Thus and so, we have always managed to keep in direct touch with our customers. Our customers can always reach us directly for anything.



SERVICE PRINCIPLES

Being customer-oriented is our company's core. Developing and keeping fiduciary long-term relations with our domestic and international customers is our company's most important mission. The base of the service we provide consists of the perception of developing trust to the company for the clients, and developing trust to the brand-name to the customers. Hence, our company adopted the service principle that we support our customers who are taken as partners till offering our products to the end-user customers.

Other principles adopted by our company in this direction are as follows;

1. Visiting our customers regularly in their places in certain periods.
2. Measurements of our client' demands, needs, and satisfaction levels in certain
3. Delivering the orders on-time.
4. Customer-oriented packing.
5. Quality labeling
6. Informing customers about new products promptly
7. Delivering new products samples to constant customers