

Migros Türkiye. A success story between Asia and Europe

With about 85 million inhabitants and noble historical traditions, suspended between secularism

and its Islamic identity, Turkey (now named Türkiye) is the door to Asia. Although managed by an authoritarian regime it follows many business principles adopted by western Europe.

In Türkiye, Migros' intention is to ensure a better future for its clientele, in line with a 'customer-centric approach', aimed at launching healthy and sustainable products, and characterised by top quality service and modern initiatives.



Özgür Tort, CEO of Migros-Ticaret-A.Ş.



External view of a large Turkish Migros supermarket.



External view, in the evening, of a Turkish Migros supermarket.

Vision and corporate purpose

Migros Türkiye has adopted a declared purpose of turning the healthiest attention to its own internal organisation, by applying a transparent and efficient work environment, promoting equal opportunities and progressive human development, and thus bringing out the highest level of potential of each worker.



▲ View of the cash desks in a large 'Ramstore' store, located in a shopping mall Kazakhstan.

◀ External view of a 'Ramstore' store in Kazakhstan.

one sodastream endless possibilities



Fizz



Mix

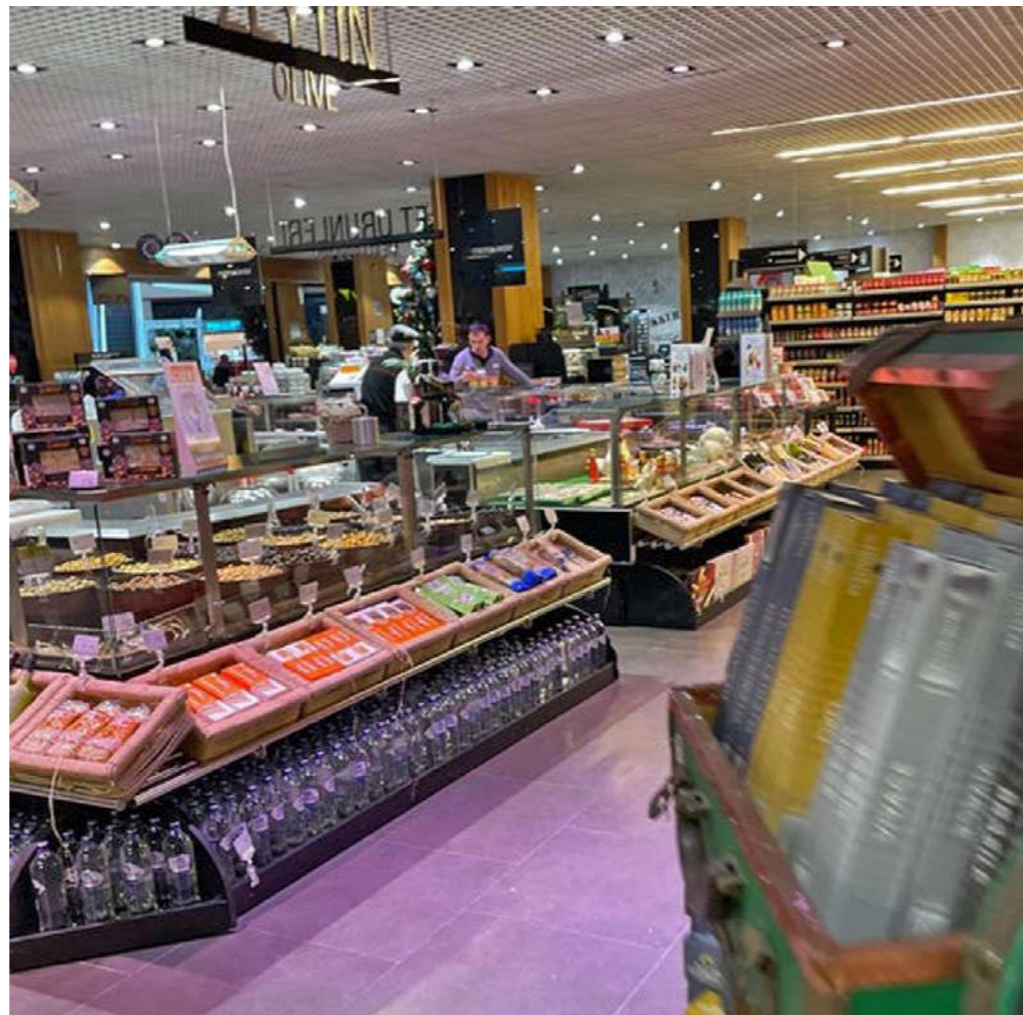


Enjoy

The official commitment made by the Turkish retailer on its communication channels is as ambitious as eloquent and says ...

“... we support total development, in particular local development for a strong society. We expand growth while we grow, for a good future and do it through strong collaborations with our stakeholders.

We work to ensure that our planet has a better future, guaranteeing the sustainability of food and the effective use of limited resources. We want to offer purchasing experiences unique with exclusive service qualities, pioneering practices, rich variety of products and also prices based on a contribution to the family budget. ”



In Turkey, coffee is a staple drink. Here customers can enjoy it and buy their favourite variant.

In the Migros Turkey stores, the service area departments are very similar to those of western Europe, with expert staff and great service.



Mion is the brand selected by Migros for personal care product marketing.



Mion, also applies to the male personal care range.



During the month of Ramadan, Blessing and Delight packages are available at special prices for Money Bonus in Migros stores and Migros app.



The network & distribution formats

Migros Ticaret-A.Ş. at February 2024, covered a total sales surface of 3 163 666 m² in 3 381 stores (in 81 provinces of the country), of which 3 151 are branded 'Migros', 157 'Macrocenter' and 73 'Mion'.

The 'Migros' brand, in Turkey, is the backbone of the organisation, following the principles of innovation and quality: it offers products of proven value, very wide ranges and affordable prices. Its commitment to a philosophy of continuous innovation, makes it a leader in the Turkish retail sector.

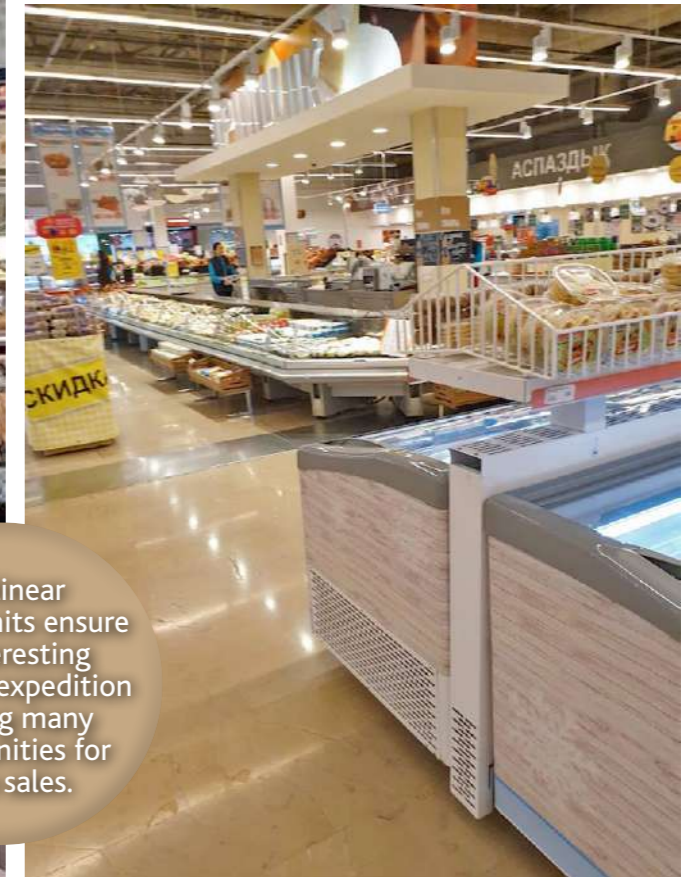
'Macrocenter' has an exclusive portfolio of products and offers high service standards, with specially designed shops: it suggests the best flavours, evoked by both Europe and from rest of the world, as well as obviously the specific ones of Anatolia.

'Mion' is a brand dedicated specifically to the 'personal care' market; it's philosophy is based on the premise that everyone has the right to feel good, that he/she must have confidence in him/herself and find the best possible version, mirroring him/herself in a pleasant appearance that should 'let it be at best'. In their marketing strategy, Mion focuses on terms such as 'unique beauty', 'embracing the differences' and includes all those who wish to take care of themselves.

Impulse sales is at the forefront of all Migros service department layouts.



Nonlinear display units ensure an interesting shopping expedition creating many opportunities for extra sales.



View from frozen foods at the 'Ramstore' in Kazakhstan.

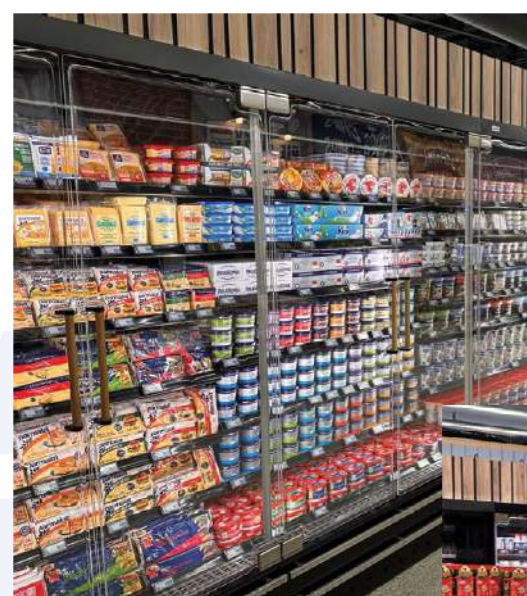


Fresh produce manager proudly shows his colourful produce display.



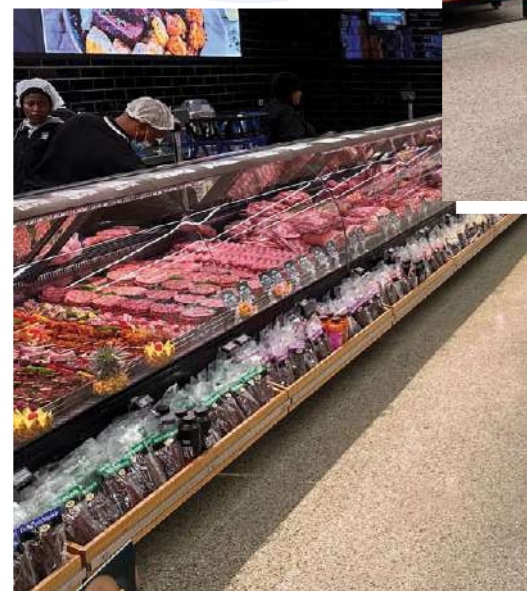
Good merchandising, great lighting and electronic shelf labels ensure a pleasant grocery experience.





UPRIGHT WRAP

UPRIGHT



GOURMET



GLASS DOOR FREEZER





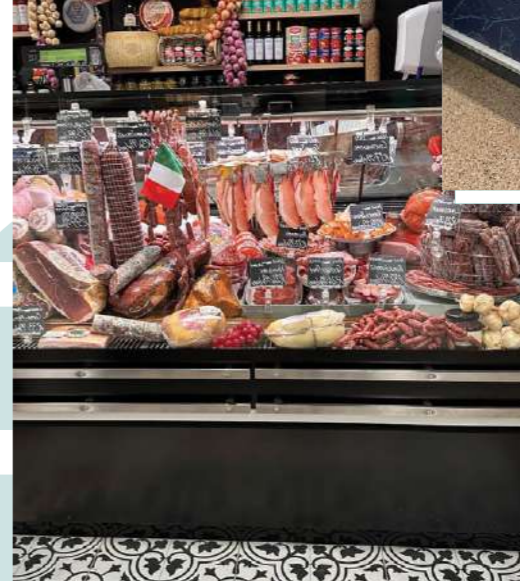
SERVE OVER & SELF SERVE



COLD FOOD BAR ISLAND



DELI



NOVUM PLUG-IN FREEZER

Similarities with European models

Migros Ticaret-A.Ş., previously known as 'Moonlight Perakendecilik Ve Ticaret Anonim Pirketi', was founded in 1954 and it was originally a simple supply point for the noted Swiss Cooperative Migros.

It evolved to become a truly local entity and it is well accepted in Turkish society, as it is listed in the Istanbul Stock Exchange.

Its expansion outside of Turkey, now includes a brand known as Ramstore in countries such as Kazakhstan and Macedonia.

A European model that has been adapted to the Anatolian societal needs and is a great bridge between cultures and geographic locations.



A man shops with his son in a Migros store in Istanbul, Turkey. www.dailysabah.com/



A look at Migros Türkiye's social media pages

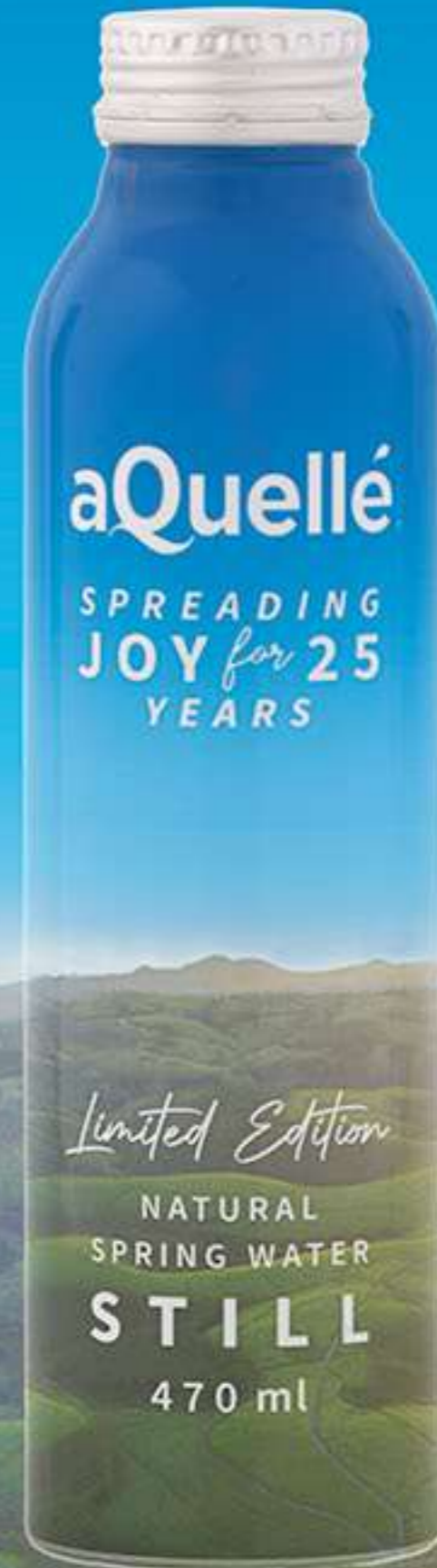


Migros' award-winning Family Club project gives people of all ages – whether they are Migros employees or not – many opportunities to discover what they are capable of doing. As the majority of their members are women, the clubs also encourage women to play bigger and more active roles outside the home in social spaces, to invest in their own personal futures, to acquire and develop marketable skills, and to be more effective role models for their children. In addition to the art, music, chess, choir, drama, and similar courses that they provide for children, the clubs also help youngsters become more knowledgeable, imaginative, and conscientious individuals by organising workshops that focus on current issues such as computer coding and preventing pollution and waste.

Thank You
**MZANSI
FOR YOUR
SUPPORT**

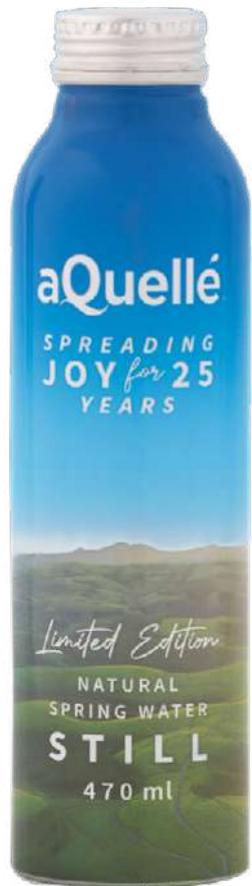
By buying this Limited Edition
bottle, you are contributing
towards water security for
communities in need.

aQuellé.



aQuellé's Journey

Celebrating 25 Years of Joy



As aQuellé commemorates its 25th anniversary it marks a significant milestone, acknowledging twenty-five years of refreshing households across Mzansi. This year, aQuellé celebrates with a distinct Limited Edition aluminium bottle.

Gratitude in Every Drop

The specially designed aluminium bottle highlights the natural purity of their spring water source. Not merely a container, but a symbol of appreciation for everyone who has been part of their journey. This Limited Edition bottle signifies more than a celebration, it's a commitment to spreading joy.

Celebrating 25 Years

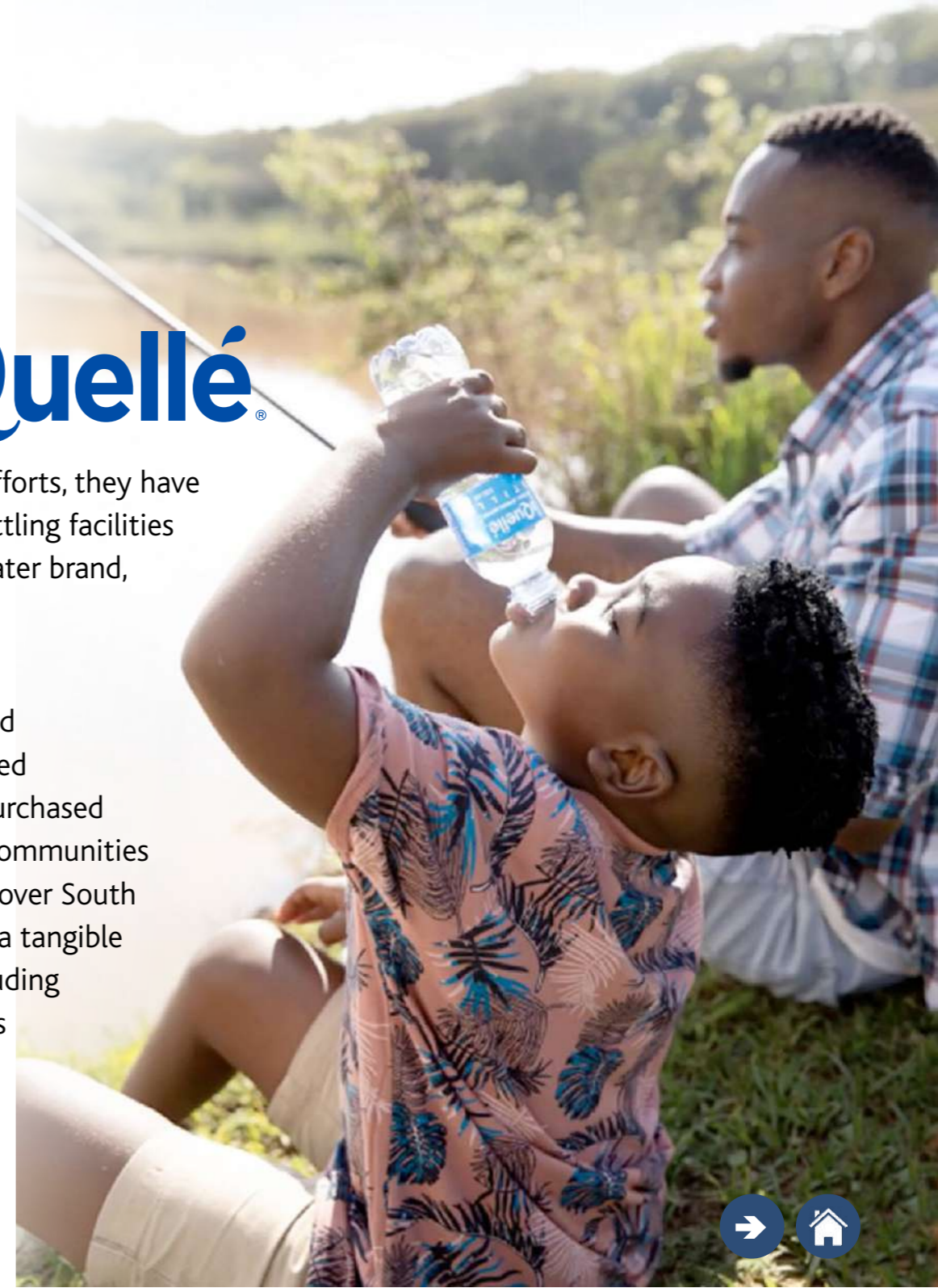
aQuellé's journey began in a modest 360m² space. Through dedicated efforts, they have achieved substantial success, presently managing three cutting-edge bottling facilities totalling over 50,000m². aQuellé has grown to be South Africa's no. 1 water brand, thanks to God's wondrous grace and Mzansi's incredible support.

Giving Back

aQuellé's dedication to communities and sustainability shines through their Limited Edition aluminium bottle. Each bottle purchased contributes to water security in needy communities and will see 25 water tanks installed all over South Africa. aQuellé is committed to making a tangible difference where it is needed most, including various community upliftment programs such as "Together let's beat Diabetes" and "aQuellé Khula Clean ups" around the country.

aQuellé gives God all the glory for reaching the milestone of their 25th anniversary. They consider His grace to have carried them through all these years, constantly inspiring them to continue their mission of spreading joy and refreshment to South Africans.

aQuellé®





A supermarket yacht for shopping at sea!

A few years ago Turkish retailer Migros launched its innovative 'floating full-service store', a 40 metre motor yacht called 'Migros Deniz Market' (Migros Sea Market) aiming to meet the needs of coastal areas and other boats in Aegean Sea. Operating daily over the summer, until the end of September, in the peak sailing season, the yacht aims to meet the needs of customers in the coastal areas of Fethiye and Göcek between 09:00 and 17:00 and the Fethiye harbour between 19:00 and 22:00. The popular sailing supermarket has over 172m² of shopping space and stocks fresh fruits and veggies, meat, bakery and deli goods, along with other essential grocery items, as well as a range of non-food products. Available to customers 7-days a week it offers privileged services with specially designed sailor uniforms and English-speaking staff. The location of Migros Deniz Market can be monitored instantly on smart phones and tablets. Products are priced the same as those in other Migros stores, with payment by cash or credit card. The boat also offers ATM service. This development is an innovative and creative way to better meet the needs of shoppers, as well as capitalising on passing seasonal trade from other boats. <https://turkey.redblueguide.com/>

Migros Türkiye at sea



Hippo Zourides, serial entrepreneur and corporate leader, has been involved in the food trade for over four decades and consults to corporates, large, medium and small enterprises on a variety of management and restructuring skills, including the latest ESG requirements.



Antonello Vilardi, professional in managing points of sale at numerous commercial signs, editorial collaborator for specialised magazines, consultant and lecturer in university masters. He has written books on large-scale retail trade.

SR





Glacier

OPENS YOUR WORLD

Since 1994, Glacier has been the cornerstone of innovation in the South African refrigeration market, setting the bar high with its premium offerings designed to elevate your business. Our industry leading energy efficient products include top-tier refrigeration

***Glass Doors,
Polyurethane (injected) modular
panel solutions,
display and back-up shelving,
bespoke glass products.***



Our Products

Step into the world of innovation with Glacier, where we unveil a product range that not only elevates your business but also redefines refrigeration excellence

- ✓ Double and triple glazed Glass Doors
- ✓ Backup and display shelving systems
- ✓ Injected modular Polyurethane Panels
- ✓ Bespoke Glass products

key benefits

Retailers thrive with Glacier's energy saving solutions, enjoying amplified product visibility whilst enhancing the shopping experience and preserving product quality

Energy Efficiency | Condensation Control | Aesthetic Appeal

Temperature Control | Visibility | Customization | Durability

Ease of Installation | Product Preservation | Lighting Efficiency



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