

Elda Karakoç

Turkmix



“ I saw an opportunity to create the first fast-food business offering traditional Turkish fare. ”

COUNTRY	Turkey
INDUSTRY	Consumer
EMPLOYEES	25
YEAR SELECTED	2008
PARTNERS	Aydin Peker , Damla Gönül
WEBSITE	www.turkmix.com.tr

COMPANY SNAPSHOT

Founded by three business-savvy cousins (Elda, Aydin, and Damla) from the Black Sea port town of Samsun, Turkmix is the first restaurant chain worldwide to offer traditional Turkish foods in a professional, fast-food environment. With four successful restaurants already in operation and the fast-food market in Turkey growing at an estimated 10-15% a year, Turkmix's potential is enormous.

ENDEAVOR AND TURKMIX

The Entrepreneurs have secured financing from an Endeavor Turkey VentureCorps member, who became a partner and majority shareholder.

Endeavor Turkey is currently helping re-brand the firm through mentorship and key introductions.