

FEV  
▲UP



**Fevup Brands**

Global Partner of Turkish Brands

Sep. 2025

# Table Of Contents

 <b>About Fevup Brands</b> 05-30 Who is Fevup Brands? 06-30 Vision 07-30 Mission	 <b>SWOT Analysis</b> 08-30 Türkiye E-Export SWOT Analysis 10-30 Fevup Brands E-Export SWOT Analysis
 <b>EX-Export Consortium</b> 12-30 How To Get Consortium Status & Requirements 13-30 General Supports & Incentives	 <b>Solution: Fevup Brands</b> 15-30 Business Models 29-30 Company Group
 <b>Thank You</b>	



About Fevup Brands

## **Founded in 2022**

based in Ankara & İstanbul; Türkiye's E-export investment company aiming to be a pioneer in the field of e-export.

## **Global Markets**

In the global market with its core Business Model (Buy, Partner and Create) aims to build a strong presence.

## **25 Employees**

With a dynamic team of 25 people, it is developing and growing rapidly.

## **6 Subsidiaries**

and exports to approximately 30 different countries is realizing.

## **12 Sales Channels**

and 13 different brands continues its E-commerce activities.

- To make Türkiye **one of the leading countries in e-export**, ensuring Turkish brands become high-profile players with global recognition and reputation.
  - **Goal:** To be the Leading Full-Service, Omni Channel, Borderless Growth Platform and Ecosystem for Turkish Manufacturers & SMEs
  - **Method:** With the Buy, Partner & Create E-Export models, Fevup Brands aims to ensure sustainable growth while making Turkish brands known with respect and trust worldwide.

- Be the leading Enabler for Turkish Manufacturers and SMEs to support growth and expansion in Global Markets.
  - **Task:** To guide Turkish companies in evaluating their E-Export opportunities in the most efficient way.
  - **Benefit:** By opening new doors of opportunity worldwide, it transforms businesses' international growth goals into reality.
  - **Value:** Value creates a sustainable E-Export ecosystem with advanced technologies and customer-centric approaches.

# ▲ Türkiye E-Export SWOT Analysis

08-30

# S

## Strenghts

Young and Technology Familiar Population  
Geopolitical Location  
**Strong Local E-Commerce Platforms**  
**Government Supports and Incentives**  
Innovation and Adaptability  
Public and Private Sector Cooperation  
Target Market Analysis Capability

# W

## Weaknesses

**Lack of Digital and Financial Literacy**  
Need for Qualified Human Resources  
Cyber Security and Digital Infrastructure Challenges  
Legislative Confusion and Bureaucracy  
Access to Finance Challenges  
Data Systems and Integration Gaps  
**Harms of Price Competition**  
Need for Legal Advice

# O

## Opportunities

**Access to New Markets**  
**Artificial Intelligence and Technological Innovations**  
Green Transformation and Sustainability  
Government Supports and International Cooperation  
Social Media and Digital Marketing  
**Women and Young Entrepreneurs**

# T

## Threats

**Global Competition and Chinese Market Dominance**  
Regulatory Mismatch  
Cyber Security Risks  
Economic Fluctuations  
Logistics Costs and Emission Liabilities  
International Trade Barriers  
Lack of Trained Workforce



## Türkiye E-Export SWOT Analysis

09-30

- Türkiye 2028 Year-End E-Export Target: **\$37.5 Billion**

Republic of Türkiye Ministry of Trade E-Export Target is 70% of E-Export Consortiums by assuming the responsibility for the realization of the project.

# ▲ Fevup Brands E-Export SWOT Analysis

10-30

# S

## Strenghts

Young and Technology-savy Population  
Geopolitical Location  
Strong Local E-Commerce Platforms  
**Government Supports and Incentives**  
**Innovation and Adaptability**  
**Public and Private Sector Cooperation**  
Target Market Analysis Capability  
**Lack of Digital and Financial Literacy**  
**Need for Qualified Human Resources**  
**Legislative Confusion and Bureaucracy**  
**Need for Legal Advice**  
**Access to Finance Challenges**  
**Data Sharing and Integration Gaps**  
**Social Media and Digital Marketing**  
**Government Supports and International Cooperation**

# W

## Weaknesses

Cyber Security and Digital Infrastructure Issues  
Harms of Price Competition

# O

## Opportunities

Access to New Markets  
Artificial Intelligence and Technological Innovations  
Green Transformation and Sustainability  
Women and Young Entrepreneurs

# T

## Threats

Global Competition and China's Market Dominance  
Cyber Security Risks  
Economic Fluctuations  
Logistics Costs and Emission Liabilities  
International Trade Barriers  
Lack of Trained Labor Force

## ▲ We are a Consortium Member Approved by the Ministry of Trade

11-30

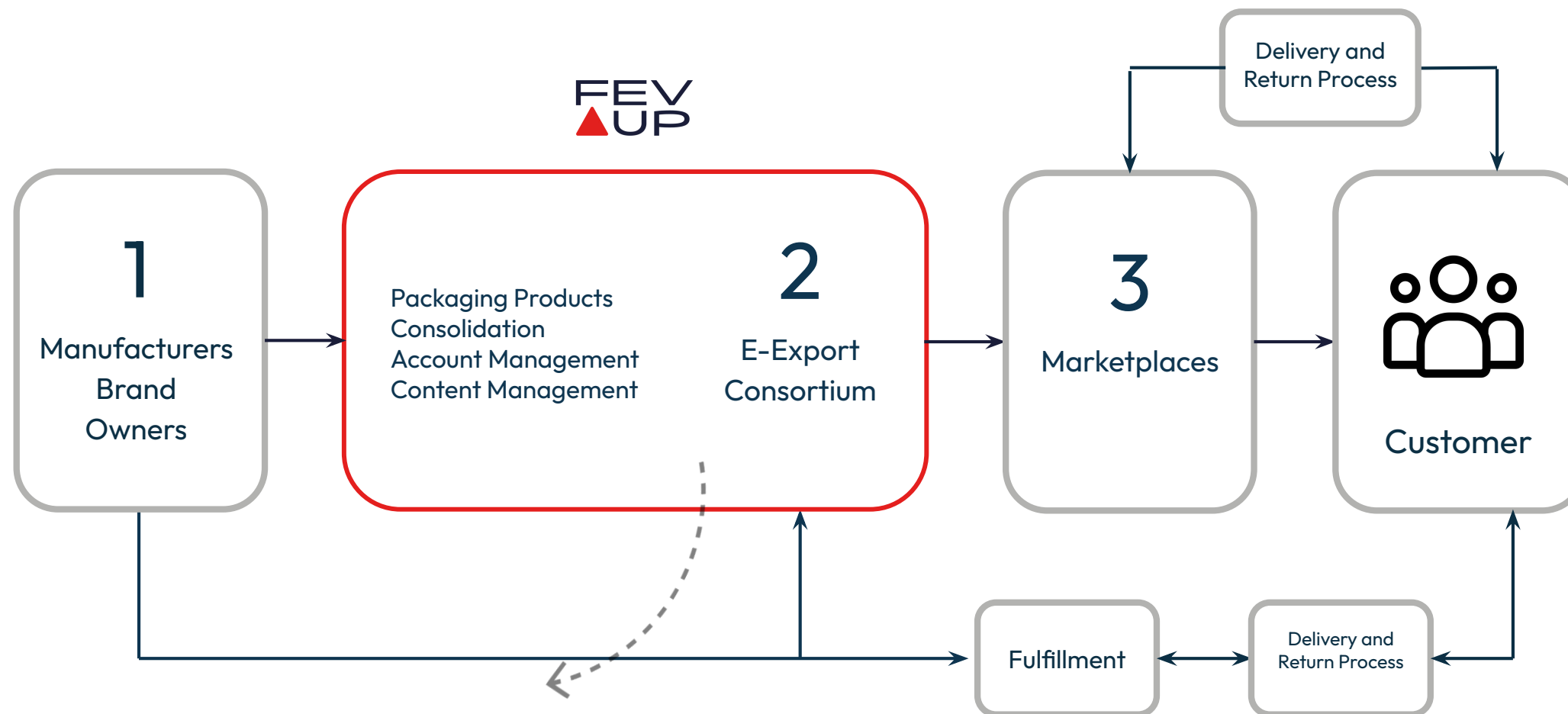
- In August 2024, Fevup Brands **was granted E-Export Consortium status** from the Ministry of Trade with a single structure model.\*

\*The Circular Regarding the STATUS OF THE E-EXPORT CONSORTIUM has been prepared in accordance with the provisions of the Decree on E-Export Supports, which was put into force by the Presidential Decree dated 24/08/2022 and numbered 5986, and the Communiqué on the Implementation of the Ministry of Commerce Support Management System dated 3/12/2019 and numbered 30967. The circular is taken as a reference. SWOT data is taken from the E-Export Search Conference Final Report.



# ▲ E-Export Consortium Status

12-30



## How to Get Status?

### • General Conditions

Company Headquarters is located in Türkiye  
Meet requirements for managers.  
Be debt-free  
Maintain regular business records

### • Technical & Performance Requirements

Conduct E-commerce activity  
Obtain an ISO 27001 Certificate  
Ensure E-Commerce Site Security  
Integrate with marketplaces  
Possess foreign bank accounts or digital wallets  
Have warehouse and logistics infrastructure

### • Human Resources Requirements

Employ experienced staff  
Ensure language proficiency  
Maintain a digital marketing team

### And aim to direct their manufacturing activities toward e-export.

- Capable of end-to-end operations,
- Engaged in direct-to-consumer (D2C) e-commerce sales models,
- Having sufficient human resources and expertise,
- Equipped with overseas warehousing, distribution, and/or return management capabilities,
- Integrated with international online marketplaces,
- And aim to direct their manufacturing activities toward e-export.

# ▲ General Supports for E-Export

13-30

E-Export Consortia are subject to change depending on the inflation rate can receive incentives amounting to 185M TL in total for the year 2025.



FEV UP

Supports/ Beneficiaries	Companies	E-Export Consortiums	Retail E-Commerce Websites	B2B Platforms	Market Places	Countries to be implemented
		General Supports for E-Export				
Market Entry Report Support	✗	✓	✓	✗	✓	All Countries
Digital Marketplace Promotion Support	✓	✓	✓	✗	✗	All Countries
E-Export Promotion	✓	✓	✓	✓	✓	All Countries
Order Fulfillment Service Support	✗	✓	✓	✗	✓	All Countries
Overseas Warehouse Rent Support	✗	✓	✓	✗	✓	All Countries
Integration Support to Foreign Marketplaces	✗	✓	✓	✗	✓	All Countries
Online Store Support and Services Support from Target Country E-Commerce Stakeholders	✓	✓	✓	✗	✗	China, India Japan
Marketplace Commission Expense Support	✓	✓	✓	✗	✗	Argentina, Brazil, Indonesia, Indonesia, Philippines, India, Egypt

# E-Export Consortium Ecosystem

14-30



## ▲ Category Focus

15-30



## ▲ Buy – Business Model

- **We Take Over Your Brand, We Grow It Globally.**

By acquiring the sales rights of your brand for specific countries or marketplaces, we take your brand to a whole new level globally. We manage the entire process — from inventory and logistics to operations and sales — to strengthen your brand's presence and positioning worldwide.

# ▲ Buy – Business Model

16-30

Step

01

**Introduction & Potential Assessment**

During the initial contact with Fevup, the brand's vision, track record of success, and scalability potential are evaluated. At this stage, information such as the entrepreneur's goals for the brand and reasons for considering a sale are discussed. Fevup analyzes the brand's performance in its current market as well as its potential for global expansion.

Step

02

**Valuation & Offer Process**

A brand-specific valuation is conducted, examining both the financial statements and the operational structure. Based on this analysis, Fevup presents a non-binding offer. The offer may be specific to a country or platform (e.g., Amazon, Trendyol, etc.) and may include the brand's sales rights.

Step

03

**Process Planning & Acquisition Model**

If the parties reach an agreement, the transfer process is structured. Fevup takes over the entire operation, including inventory management, logistics, customer relations, content, and marketing. The entrepreneur may either exit completely or continue to support the process as a consultant or supplier.

Step

04

**Operational Takeover & Global Growth**

Once the agreements are finalized, Fevup takes over the brand's operations. Sales channels are expanded, new marketplaces are entered, and the brand's visibility in the global market is increased. For the entrepreneur, this means seeing their brand move into a stronger and more enduring position.



## Pure Scentum - Buy

17-30

Pure Scentum is a **luxury bath bomb brand** that gracefully blends natural ingredients with elegance. Crafted with 100% natural components, each bath bomb is carefully formulated to transform your bath into a spa-like sensory escape.

*Pure Scentum*

## Pure Scentum – Maura Home

18-30

MauraHome is the **exclusive luxury home textile line** by Arman Textile. Based in Denizli, Turkey, we combine high-end quality with sustainable practices—our products carry GOTS and OEKO-TEX certifications.

From towels and bathrobes to blankets and mattress protectors, MauraHome is committed to timely delivery, transparent management, and a responsible production ethos that respects both people and planet.



## Partner – Business Model

19-30

- **You Produce, We Take It to the World.**

We enable you to focus solely on your production processes, while at Fevup we carry your brand to its rightful place in global markets. As we manage sales, logistics, and marketing processes with our expert team, we offer a strong partnership to help you succeed in cross-border e-commerce.

# ▲ Partner – Business Model

20-30

Step

01

**Product Introduction & Compatibility Analysis**

The brand or manufacturer first contacts Fevup to present their products. The Fevup team evaluates the products' quality level, pricing, market fit, and cross-border e-commerce potential. If alignment is achieved, the partnership structure and target markets are defined.

Step

02

**Operational Setup**

Fevup plans and manages all technical and logistical processes required to integrate products into marketplaces. Product pages, content, pricing, and inventory management are prepared by expert teams. While the brand focuses on production, Fevup sets up the operational framework.

Step

03

**Sales & Marketing Process Management**

Fevup takes full ownership of sales and marketing operations, ensuring that the brand reaches the right customers through the most effective channels. From campaign planning and content creation to performance analysis, Fevup's expert team manages every step to maximize visibility and sales potential.

Step

04

**Sustainable Growth & Feedback Loop**

As sales grow, Fevup continuously optimizes strategies. While the brand focuses on production and product development, Fevup improves every stage of global operations. Customer feedback, new product planning, and growth opportunities are addressed through a collaborative strategy.

## Matmazel - Partner

21-30

Matmazel is **a women's handbag brand** that blends urban chic, office elegance, and everyday comfort.

With over 30 years of experience and more than 20 stores across Turkey, Matmazel offers stylish and functional bags designed for modern women to carry their confidence everywhere they go.



## **Gio&Mi - Partner**

22-30

Gio&Mi is **a women's handbag brand** founded in 1996. Known for its elegant bags and accessories, the brand brings together timeless style and modern sophistication.

Distinguished by its commitment to sustainability and masterful craftsmanship, Gio&Mi continues to inspire confident and stylish women.



## Kam Knife - Partner

23-30

Kam Knives (Kam Outdoor) **crafts premium handmade knives and outdoor gear**, rooted in Turkish craftsmanship. Each piece blends robust materials, functional design, and artisanal skill to serve both adventurers and collectors alike.

Guided by a deep heritage, Kam offers tools that are as reliable in the wilderness as they are beautiful on display.



## Create – Business Model

24-30

- **We Dream It, We Build the Brand.**

Fevup Brands’ **“Create” model** offers entrepreneurs with a strong product or idea the opportunity to professionally build their entire e-commerce journey. Fevup takes care of branding, sales, logistics, and digital infrastructure, while the entrepreneur focuses solely on the product or production capacity. The result is a brand built from the ground up on solid foundations, capable of competing at a global scale.



# ▲ Create – Business Model

25-30

Step

01

**Idea/Production Presentation**

The entrepreneur shares their product or idea with Fevup. The marketability, target audience, and production capacity of the product are evaluated together. Fevup takes the first step in transforming high-potential ideas into strong, scalable brands.

Step

02

**Brand & Digital Infrastructure Setup**

Fevup establishes the brand name, visual identity, marketplace strategy, and digital sales infrastructure. At this stage, the logo, packaging design, e-commerce platform, and product photography are prepared.

Step

03

**Operational Launch**

Products are stored, listed, and launched on global marketplaces. Logistics, sales management, and advertising campaigns are handled by Fevup. While the entrepreneur continues to focus on production or idea development, the brand becomes ready for sales.

Step

04

**Sales, Scaling & Growth**

Once the products are launched, performance analyses, campaigns, and growth strategies are implemented. The brand attains a global-scale presence. The entrepreneur and Fevup continue to drive growth together by exploring new products and entering new markets.

## House of Haneri - Create

26-30

Rooted in **Korean skincare** expertise and tailored for global beauty lovers, K-All aims to make simple, effective, and trend-driven skincare accessible to all.

 **HOUSE OF**  
 **HANERI** 하우스 오브 하네리

## ▲ Pure Sauna Essential Oils - Create

27-30

Pure Sauna is a wellness line under Pure Scentum, crafted as an **essential oil series** designed for sauna rituals. Each blend is carefully developed to enhance the sensory and therapeutic experience of heat, steam, and relaxation, bringing nature's purest essences into every session.

*Pure Sauna*

## Pure Sauna Essential Oils - Create

28-30

Merwax is a **candle-making brand** in development, offering both industrial wax crafting kits and decorative jar candles. Designed for creators and everyday users alike, Merwax combines quality materials, creative freedom, and timeless design to make candle-making both practical and inspiring.

# MERWAX

**Presence  
In 3 Countries**

**E-Export  
Across 7 Countries**





**Thank You**

[hello@fevupbrands.com](mailto:hello@fevupbrands.com)

[fevupbrands.com](https://fevupbrands.com)

Ankara / İstanbul / Claymont