



Case Study

Company

Üçgen Cafe & Beach

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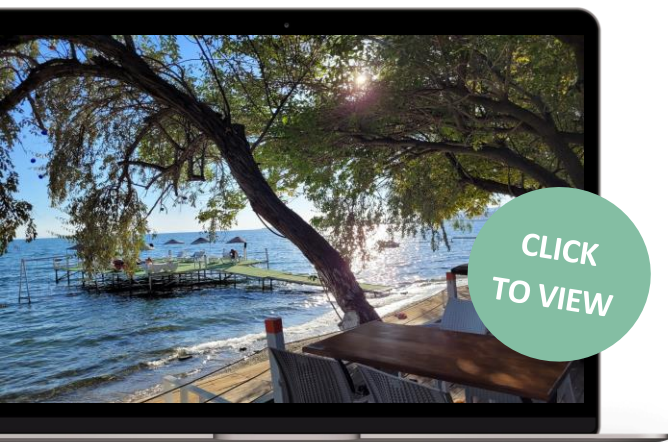
InstagramSite

[ucgen_cafe_beach](https://www.instagram.com/ucgen_cafe_beach)



Üçgen Cafe & Beach

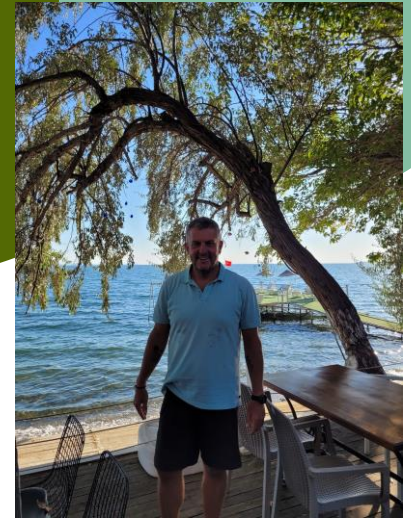
I am Mehmet Güven. I am the current owner of Üçgen (Triangle). I was born on January 2, 1977. After graduating from university, I started entrepreneurship. We had Üçgen Cafe Beach 20 years ago. We operated it for 6-7 years and handed it over 4 times after the transfer. We were in Istanbul. We quit our job and returned to Edremit because our parents are here, and took over the place and brought it back to its old name. The building is triangular. We have been here for the last 3 years. We are trying to collect and restore our old customers again. We are a place where parties and nights are held every weekend (rock, jazz, DJ performances playing the 90's). The work we do is the retirement dream of many people, we realize it at a young age.





Whoever has a beauty
should know that it is
a loan.

YUNUS EMRE



HOW IS YOUR PRODUCT OR SERVICE INNOVATIVE? WHAT GAP IN THE MARKETPLACE DOES IT FILL?

Of course we do. We started by developing the service first. Currently, there are 27 kinds of dishes such as seafood, salad, pasta, etc. in our kitchen. We are making preparations for this seasonal place, which normally does not have any activities in winter, to work in winter as well. Apart from this, we also carry out activities such as pilates trainings and breathing trainings, which are held in the morning with 25-30 people 3 days a week in the summer. My wife also provides support in both management and breathing training. We are trying to renew every type of service every day, including drinks, cocktails and coffee at the bar.

There is a limited area as a beach in the Yeni Mahalle area. We have the cleanest sea, there is no place to cool off under the tree, away from the crowds. I open 1 day before the reservation for the next day and almost the whole beach is full. Most of them are families. We also maintain a family mentality with those who work with our customers. Our customers come with a sense of trust. The same customers keep coming throughout the season. A safe place, even if 100 people come, we can provide service here. Also, parties on weekends meet people's desire to have fun. Moreover, the environment is provided for all ages. While middle-aged people who cannot stand up very much sit in a table-chair arrangement, young people can prefer standing service by the barrels. There is no entrance fee, the sunbed fee is 40TL. Food and drink are served, wedding engagement henna is done. We meet these demands with our capacity of 100-120 people, both from the familiar environment and the organization companies. We are animal lovers, we accept small breed dogs.

WHERE DID YOU SOURCE THE MAIN SUPPORT AND RESOURCES (Eg. Grants And Other Support)?

- Our main financial resource has been bank loans. We entered the market with the Tourism Support Loan. Our personal savings were small. So I can say 80% bank loan. In addition, we handled wood, electricity, paint, etc. works with our own means. After the period we took over, we survived a strong storm 3 times. But we have overcome all these difficulties. Now we are getting ready for winter.

HOW SUCCESSFUL HAS IT BEEN?



When we took over this business, we aimed to regain our customer base. We want to provide better service and maintain a certain capacity. Club style does not go here because most of the visitors are local tourists and most of those coming from abroad are people of Turkish origin. We aimed to be successful with our parties as well. The really organized parties were also successful. At the end of the season, we targeted 20-25 people, and 75-80 people attended the Jazz party. There is no place to sit. We found 250 people at the 90's party we held throughout the season. Since there is no certain age scale, everyone can come to have a pleasant night. We request couples coming to the parties and we also had a success there. On the other hand, I think it is a great success that we can close our loan debts. Our new goal is to invest every year and provide better service to the next year. Our Employees University students between the ages of 18-21, 10-11 people worked this year. We are trying to give the necessary internal training for these friends to behave appropriately to the customer in the heat of 35 degrees in the summer heat. Because we host 450-500 people a day during the season.



WAS SUCCESS A RESULT OF INDIVIDUAL WORK OR COLLABORATION (OR BOTH)?

I can say that 80% is individual. I have to deal with everything such as shopping, cleaning, staff, reservation, order, breakdown every day from 7 in the morning to 2-3 at night.

There is no day or night in this business. I can spend 3-4 hours at home. Last year I stayed here full time for 45 days during the summer season. Frankly, it's not a job to do without love.