



Turquality Support: A Study of Firms in İstanbul*

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Abstract

Countries provide to improve their social and economic structure and to raise the country to modern countries through development. Ensuring and sustaining development is directly dependent on economic power. The financing and promotion of foreign trade, which is one of the important dynamics of economic power, is provided in line with appropriate opportunities. The aim of this study is to interpret Turquality's contribution to branding and company expectations through the interview form, which helps our country achieve its sustainable development goals. In the study, 10 of 112 companies operating in and around İstanbul were selected by random sampling method. Appointment meetings were held with the senior managers responsible for the Turquality processes of these companies in different sectors. In this context, the data were arranged and analyzed using "Open Analysis" and "NVivo" qualitative analysis methods. It has been concluded that the enterprises have expectations from the Turquality program on issues such as "accelerating the payments, reducing the formalities, providing freight and R&D support".

Keywords

International Trade, Turquality, Government Incentives.

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Turquality Desteđi: İstanbul'daki İşletmelere Yönelik Bir Çalışma

Özet

Ülkeler toplumsal ve ekonomik yapısını geliştirmeyi, ülkeyi çağdaş ülkelere yetiştirmeyi kalkınma vasıtası ile sağlamaktadır. Kalkınmanın sağlanması ve sürekli hale getirilmesi doğrudan ekonomik güce bağlıdır. Ekonomik gücün önemli dinamiklerinden biri olan dış ticaretin finansmanı ve teşviki, elverişli imkânlar doğrultusunda sağlanır. Bu çalışmanın amacı, ülkemizin sürdürülebilir kalkınma hedeflerine ulaşmasına yardımcı olan Turquality'nin markalaşmaya katkısı ve firma beklentilerini görüşme formu üzerinden yorumlamaktır. Çalışmada İstanbul ve çevresinde faaliyet gösteren 112 şirketten 10'u tesadüfi örnekleme yöntemiyle seçilmiştir. Farklı sektörlerde yer alan bu firmaların Turquality süreçlerinden sorumlu üst düzey yöneticileri ile randevulu görüşmeler yapılmıştır. Bu kapsamda veriler düzenlenmiş, "Açık Analiz" ve "NVivo" nitel analiz yöntemleri kullanılarak analiz edilmiştir. İşletmelerin Turquality programından "ödemeleri hızlandırma, formaliteleri azaltma, navlun ve ar-ge desteđi verilmesi" gibi konularda beklentileri olduğu sonucuna ulaşılmıştır.

Anahtar kelimeler

Uluslararası Ticaret, Turquality, Devlet Teşvikleri.

Introduction

International trade has started to respond to the needs of countries with the expansion of service borders. Through development, countries can improve their social and economic structures and make them modern countries. Ensuring and sustaining development is directly dependent on economic power. The financing and promotion of foreign trade, which is one of the important dynamics of economic power, is provided in line with appropriate opportunities. It is possible to reach certain levels of standards and to produce on time with the use of correct financing methods. Countries that want to promote exports use this financial institution to meet their needs.

Achieving rapid and sustainable economic growth is one of the most important issues for developing countries. One of the healthiest methods of achieving economic growth is to increase exports. Creating brands that are accepted in world markets is of great importance in the development of exports. The incentives of countries to increase exports and the creation of world brands provide a significant increase in export figures.

The fact that Turkey's country image does not have an important place in the world ranking and that Turkish brands cannot enter the world rankings has made it mandatory for the state to support businesses in branding with the Turquality program. The aim of the Turquality program is to increase exports by providing the necessary training and support to companies that do not have much experience in global markets. In Turkey, these incentives are defined as aids for branding, while similar aids in other countries are defined as support for increasing exports.

The aim of this study is to reveal the contribution of Turquality support, which is one of the export incentives in Türkiye, to the financing of companies as well as branding, and to discuss the expectations of companies from Turquality support. In this study, the Turquality program and the place of government incentives in the financing of foreign trade were discussed, and the expectations of the companies that received support within the scope of Turquality in Istanbul and its surroundings were evaluated.

Literature

Government Aid in European Union Competition Policy

State aid, which is one of the most effective means of the state's intervention in the economy, refers to all kinds of aid from state resources to public enterprises and private enterprises. The European Union regulates state aid in Articles 87 and 89 of the Treaty of Rome within the Competition Law (İlhan, 2010). A company receiving government support may gain a distortive advantage over its competitors. Therefore, Article 107 TFEU¹ generally prohibits State aid unless exceptionally justified. Under Article 6 of Commission Regulation (EC) 794/2004, the European Commission must publish, annually, a State aid synopsis ("State aid Scoreboard" or "Scoreboard") based on the expenditure reports provided by Member States (Table 1).

1 Article 107 (ex Article 87 TEC): "1. Save as otherwise provided in the Treaties, any aid granted by a Member State or through State resources in any form whatsoever which distorts or threatens to distort competition by favouring certain undertakings or the production of certain goods shall, in so far as it affects trade between Member States, be incompatible with the internal market. 2. The following shall be compatible with the internal market: (a) aid having a social character, granted to individual consumers, provided that such aid is granted without discrimination related to the origin of the products concerned; (b) aid to make good the damage caused by natural disasters or exceptional occurrences; (c) aid granted to the economy of certain areas of the Federal Republic of Germany affected by the division of Germany, in so far as such aid is required in order to compensate for the economic disadvantages caused by that division. Five years after the entry into force of the Treaty of Lisbon, the Council, acting on a proposal from the Commission, may adopt a decision repealing this point 3. The following may be considered to be compatible with the internal market: (a) aid to promote the economic development of areas where the standard of living is abnormally low or where there is serious underemployment, and of the regions referred to in Article 349, in view of their structural, economic and social situation; (b) aid to promote the execution of an important project of common European interest or to remedy a serious disturbance in the economy of a Member State; (c) aid to facilitate the development of certain economic activities or of certain economic areas, where such aid does not adversely affect trading conditions to an extent contrary to the common interest; (d) aid to promote culture and heritage conservation where such aid does not affect trading conditions and competition in the Union to an extent that is contrary to the common interest; (e) such other categories of aid as may be specified by decision of the Council on a proposal from the Commission."

Table 1. Aid by main objectives in current prices (Million euro (current prices))

Country	2016	2017	2018	2019	2020
Belgium	2.591,34	2.340,83	3.767,27	4.662,92	6.381,79
Bulgaria	678,96	772,75	639,74	395,34	837,33
Czechia	2.571,21	2.952,49	3.715,95	3.441,18	4.875,21
Denmark	4.549,83	4.504,15	4.683,43	4.453,18	7.706,73
Germany	43.266,45	45.497,17	46.509,87	52.312,99	114.942,46
Estonia	182,02	247,15	277,94	339,05	458,28
Ireland	754,92	878,42	923,28	1.143,15	2.194,74
Greece	905,06	585,80	611,46	1.112,87	7.073,97
Spain	3.025,42	3.777,99	4.802,98	8.058,18	16.370,30
France	16.094,93	22.422,14	21.829,01	24.168,39	53.544,05
Croatia	554,36	730,67	820,64	751,76	1.350,47
Italy	3.945,06	5.232,60	8.229,18	8.593,53	36.797,62
Cyprus	128,01	116,35	104,88	110,88	233,64
Latvia	610,73	981,78	319,96	329,91	877,05
Lithuania	432,17	540,47	740,28	899,70	1.208,50
Luxembourg	193,49	157,77	164,47	193,07	457,69
Hungary	2.631,55	3.462,73	2.985,02	2.663,56	5.440,34
Malta	124,18	178,45	352,03	305,80	632,85
Netherlands	2.882,16	2.943,13	3.272,42	3.392,45	7.766,96
Austria	1.993,82	1.958,63	1.911,65	2.020,26	5.806,01
Poland	4.814,51	7.313,06	6.143,27	5.982,71	25.181,47
Portugal	737,02	1.073,21	1.164,45	1.074,71	3.510,05
Romania	1.088,78	968,50	1.152,27	1.464,33	5.280,23
Slovenia	331,88	381,37	432,70	417,09	1.613,28
Slovakia	386,30	280,88	463,03	612,46	1.653,59
Finland	2.070,23	2.241,47	2.347,24	2.267,93	3.159,40
Sweden	3.648,34	4.416,84	4.300,57	3.927,27	4.869,91
United Kingdom	9.545,82	10.997,80	11.139,05	12.148,43	64.101,92
Total	110.738,55	127.954,6	133.804,04	147.243,1	384.325,84

Source: European Commission, 2022

The definition of state aid made by the World Trade Organization is; According to the Agreement on Subsidies and Remedies, by the government or any public agency, government practice involves a direct transfer of funds, such as grants, loans and shares, or potentially involves a direct transfer of funds or obligations, such as a loan guarantee; an accrued government income is forgiven or not collected; the state provides or purchases goods or services in matters other than general infrastructure; the government makes payments or guarantees to a funding mechanism or entrusts a private entity with the task of performing certain functions; In cases where income or price support is given in any way within the meaning of Article 16 of GATT 1994, which provides for the abolition of export incentives, and a benefit is obtained as a result of all these, the financial contribution is considered state aid (Rubini, 2004: 160).

Türkiye in 1980 after switching to open to the outside and industrialization model of development, in order to encourage exports in the context of measures relating to the financial condition, exceptions, direct financial expenditure has benefited from the support tools such as low-interest loans. But in this case, the World Trade Organization (WTO) Agreement signed at the end of 1994, that Turkey's member status, and further the European Union (EU) since entered the Customs Union era, made after the export to occur directly defined as a financial payment "cash incentives" or, in other words, today's incentives, which are defined as "subsidies banned and based on foreign sales performance" have been abolished (Gürsoy, 2006:295). Instead of the cash supports mentioned here, the supports provided by the Undersecretariat of Foreign Trade based on the WTO and EU norms have come into effect. These programs have been developed by people who export in Turkey to cover the requests and was launched with a new shape. (Kemer, 2003: 295).

Branding of Turkish goods abroad, placing Turkish goods image and turquality support

This support is based on the notification on supporting activities for branding Turkish products abroad and embedding the image of Turkish goods.

Incentive tools used in the implementation of incentive programs are as follows: (Oktay, 2008: 158):

- Trademark registration and protection expenses,
- Expenses related to promotional, marketing and advertising activities,
- Rent, legal consultancy, service purchase expenses and real estate commission expenses regarding the foreign unit,
- Rent and / or commission expenses related to showrooms,
- Rent and / or commission expenses related to the departments,
- Certification expenses,
- Decoration expenses related to the stores opened through franchising,
- Promotion, advertisement, marketing, rent, decoration, service procurement expenses, real estate agency commission expenses, legal consultancy expenses regarding Turquality stores,
- Expenses for using the phrase "Turquality-From Turkey",
- Expenses made to use the phrase "Made in Turkey".

The Undersecretariat of Foreign Trade realized that a positive "Turkish Made" image was not created and developed the Turquality program. Turquality is derived from the words "Turkish" and "Quality" and the color turquoise was chosen for the logo, based on the idea that it symbolizes Turkish culture. (Ministry of Commerce, 2020). In Table 2, the publishing and beneficiary organizations regarding the branding of Turkish goods abroad and the establishment of the image of Turkish goods are given.

Table 2. Branding of Turkish goods abroad, placing Turkish goods image and Turquality support

Official newspaper date	11/5/2006
Notification Number	2006/4
Implementing Agency	Undersecretariats of Foreign Trade, General Secretariats of Exporters' Unions authorized by the Undersecretariat
Support Period	5 years (Turquality Support Program, 4 years (Brand Support Program)
Beneficiaries	Exporters' Unions, Producer Unions, Industrial and / or commercial activities companies located in Turkey, Turkish fashion designers and Turquality store operator and / or operators, Producer Unions.

Source: Republic of Türkiye Official Newspaper, 2019.

The purpose, mission and objectives of the Turquality program

The purpose of Turquality;

- Turkey's highly competitive and branding potential of the product group, sales to service up to after-sales services for the marketing of production to cover all the processes of all management information, being a global player in their brands and creating a Turkish product image through these brands ensuring institutionalization and development in international markets is a state-supported branding program. Mission of Turquality;
- To create a national locomotive in global Turkish brands
- To strengthen the brand power and corporate infrastructure of companies
- Creating brand awareness and awareness within the country.
- Turquality of Goals;
- Providing financial resources to companies that have the potential to become a global brand.
- To support the development of companies and brands in order to create global Turkish brands with strategy, operations, organization and technology consultancy.
- Providing training support to the management units of companies within the scope of the program.
- To create a positive image of Türkiye abroad and carry out activities to promote communication and promotion.
- To increase the brand awareness of Turkish businesses.
- To provide intelligence support for Turkish companies to act within the scope of market information.
- Being a catalyst and incubator for selected Turkish brands.

It emphasizes the importance of branding in Turkey in line with the stated objectives, mission and goals. (Republic of Turkey Ministry of Commerce Turquality, 2020).

Turquality support and brand supports

The companies supported under Turquality are divided into two: Turquality and Brand Support. The support provided to companies in Brand Support is slightly more limited than the Turquality program. The companies in the Brand Support program are smaller companies than the companies in the Turquality program. Companies applying in the same way as the Turquality Program can be included in the Brand Support Program after the evaluation. The following expenses of the aforementioned companies for their respective brands are supported. In the Turquality program, there is no limit for most of the support provided. In addition, companies are supported for a total of 10 years, 5 + 5. By providing the necessary documents, the following expenses of the companies evaluated by the Turquality Program management consultancy firm and decided to receive Turquality Support by the Ministry of Trade are supported. Turquality supports within the scope of the communique no. 2006/4 provided are shown in Table 3.

Table 3. Support Types Under the Turquality Support Program

Support Type	Limit			Length / Piece
	2017 Support Limit	2018 Support Limit (CPI + Yi-PPİ) / 2	2019 Support Limit (CPI + Yi-PPİ) / 2	
Patent, utility model and industrial design registration, trademark registration / renewal / protection	unlimited	unlimited	unlimited	5 years per target market
Promotion expenses	unlimited	unlimited	unlimited	5 years per target market
Store rent	unlimited (for a maximum of 50 stores at the same time)	unlimited (for a maximum of 50 stores at the same time)	unlimited (for a maximum of 50 stores at the same time)	5 years per target market
Store basic installation / decoration / concept architecture expenses	800,000 TL/ (Stores with rental support)	909.560 TL/ (Stores with rental support)	1.154.000 TL/ (Stores with rental support)	5 years per target market
Office, warehouse, showroom, after-sales service, aisle / shelf / decorated corner rental	unlimited	unlimited	unlimited	5 years per target market
Office, warehouse, showroom, after-sales service, aisle / shelf / decorated corner basic installation / decoration / concept architecture expenses	800.000 TL/ unit	909.560 TL/ unit	1.154.000 TL/ unit	5 years per target market
Market entry documents, certification, licensing, testing / clinical testing	2.000.000 TL/year	2.273.900 TL/year	2.887.000 TL/year	5 years per target market
Franchise decoration / installation / concept architecture expenses	400,000 TL / store (for a maximum of 100 stores)	454.780 TL / store (for a maximum of 100 stores)	577.000 TL / store (for a maximum of 100 stores)	5 years per target market

Franchise rent	800.000 TL / Year / Store (Maximum 100 stores)	909.560 TL / Year / Store (Maximum 100 stores)	1.154.000 TL / Year / Store (Maximum 100 stores)	1.264.000 TL / Year / Store (Maximum 100 stores)	Maximum 2 years for the same store (target market based) 5 years per target market
Consultancy for building institutional infrastructure (Annex 13A)	2.000.000 TL / Year	2.273.900 TL / Year	2.887.000 TL / Year	3.164.000 TL / Year	first 5 years
Consultancy exclusively for target markets (Annex 13B)	unlimited (for up to 10 people at the same time)	unlimited (for up to 10 people at the same time)	unlimited (for up to 10 people at the same time)	unlimited (for up to 10 people at the same time)	5 years per target market
Employment	unlimited	unlimited	unlimited	unlimited	first 5 years
Market research study and reports	unlimited	unlimited	unlimited	unlimited	5 years per target market
Fair	unlimited	unlimited	unlimited	unlimited	unlimited
Storage Service	unlimited	unlimited	unlimited	unlimited	5 years per target market
Development roadmap study	800.000 TL	800.000 TL	800.000 TL	800.000 TL	One-off

Source: Republic of Turkey Ministry of Commerce Turquality, 2020.

Companies within the scope of Turquality support program

Within the scope of Decision No. 5973, 198 brands of 187 companies benefit from the TURQUALITY Support Program, and 123 brands of 118 companies benefit from the Brand Support Program. Within the scope of Decision No. 2564, 25 brands of 23 companies benefit from the TURQUALITY Support Program, and 30 brands of 30 companies benefit from the Brand Support Program. Within the scope of Decision No. 5447, 8 companies benefit from the e-TURQUALITY (Stars of Informatics) Support Program.

112 of the companies that benefit from Turquality support operate in the province of Istanbul. The distribution by sectors is given in Table 4 and the distribution by sectors for the province of Istanbul is given in Table 5;

Table 4. Distribution of Turquality support program by sectors

Sector	Number of companies	Number of brands
Natural Stone, Ceramic and Sanitaryware	9	10
Electric Electronic	14	13
Gastronomy	5	4
Ready-to-Wear	24	25
Processed Agricultural Products	19	17
Chemistry	25	25
Machine	4	3
Jewelry and Gems	6	5
Furniture	15	12
Automotive-Main Industry	5	5
Automotive-Sub-Industry	15	12
Plastic Products	3	3
Textile	19	15
Transport / Logistics	9	8
Other	51	51

Source: Republic of Türkiye Ministry of Commerce Turquality, 2022.

Table 5. Distribution of Turquality support program by sectors in Istanbul province

Sector	Number of companies
Natural Stone, Ceramic and Sanitaryware	3
Electric Electronic	10
Gastronomy	3
Ready-to-Wear	18
Processed Agricultural Products	8
Chemistry	15
Machine	1
Jewelery and Gems	5
Furniture	2
Automotive-Main Industry	4
Automotive-Sub-Industry	4
Plastic Products	2
Textile	7
Transport / Logistics	10
Other	20

Source: Republic of Türkiye Ministry of Commerce Turquality, 2022.

When Table 4 and Table 5 are examined, it is seen that the majority of companies in Istanbul are in the ready-made clothing and chemical industry. The Turquality program, which constantly renews and develops itself, continues to add value to companies as a holistic development tool that includes all players from its partners and senior managers of companies that have the potential to become a world brand.

Research Method

A general survey model based on qualitative data is used in this study, which aims to determine the opinions of company managers who receive Turquality support, regarding the effect of the Turquality Support Program on the financing of companies. In this study, in which the financial contribution of the companies benefiting from the activity was investigated, firstly the literature was searched on related subjects. The expressions about the variables in the research, and the data were collected through the interview questionnaire. The interview questions used in the study were formed as open-ended questions. Interview questions were prepared in order to measure the opinions of the participants about the contribution of the Turquality program to the financing and the participants were asked to give the most appropriate answers. Within the scope of the research, a total of 11 questions were asked to the participants about the effect of financing within the scope of the

Turquality Support Program. Information was collected about the support program by meeting face to face with the top managers of the companies.

The scope and limitations of the research: The scope of the study consists of companies that receive support from the Turquality program. As it will be difficult to meet face to face with all businesses within the scope of the study, the main mass of the research consists of 10 companies selected from random sectors from 112 enterprises operating in and around Istanbul, which have received Turquality support. The sectoral distribution of the companies evaluated in Table 6 is categorized.

Table 6. Sectoral distribution of evaluated companies

Sector	Number
Chemistry	1
Processed Agricultural Products	1
Electric-Electronic	2
Ready-to-Wear	2
Plastic Products	1
Textile	1
Other	2
Total	10

In the light of the information obtained from the website of the Ministry of Commerce Turquality, there are brands that benefit from a total of around 230 Turquality support in Turkey, the number of companies operating in and around Istanbul is 112. 10 enterprises out of 112 companies, which meet 10 percent of them, were selected by random sampling method. Random sampling is when the researcher chooses a part of the universe according to the determined sample size. Sampling is a random sampling of students who go to any faculty and have a certain number of students (Arlı ve Nazik, 2001, s.75). One of these enterprises is in chemistry, one in processed agricultural products, two in electrical-electronics, two in ready-made clothing, one in plastic products, one in textile and two in other sectors. Interviews were made with senior managers responsible for Turquality processes of these companies by appointment. The evaluation questions were directed to the managers and a general evaluation was made in line with the answers received. Since the companies do not want their brands to be mentioned in this study, the names of the companies are not shared in the study.

Data analysis: Data are analyzed using qualitative analysis methods. In this context, the data were organized, synthesized by dividing them into various

analysis units, and patterns were revealed among the statements made. Although content analysis was used among the qualitative data analysis types, various comparisons were made and the situations that occurred over time were revealed. In the study, the data collected from the interviews with the participants were analyzed with the technique called "open analysis" by coding and concept formation processes (McKeone, 1995). In this technique, which is a form of content analysis, the dominant messages and subject in the text are defined. Support was received from NVivo qualitative research program in the coding and conceptualization process. The process followed in open analysis for the analysis of the interview text is similar to the open coding system prepared by Strauss ve Corbin (1990). In-depth interviews with the participants in the data sample of the study contributed to the systematic evaluation and interpretation of these qualitative texts. In line with the discourse of the interviews with each participant, the assignments to the code tags were made with open coding.

Finding

Within the scope of the study, interviews were held to determine the opinions of the enterprises that receive Turquality support and the importance of the Turquality program in their efforts to become a global brand. The results of the interview are summarized below.

Companies were asked to first evaluate why they were included in the Turquality program, what procedures they went through with this program, and these procedures. Afterwards, questions were asked about what supports they benefited from after they were included in the program and what other supports should be available in addition to these supports. Finally, it was asked to share the numerical values of the supports received by the enterprises. However, none of the companies shared this information.

When asked why businesses are included in the Turquality program in the first two questions, all of the enterprises answered as creating their own brands. Three of these enterprises replied that they wanted to complete their institutionalization and standardize all procedures besides branding. In the third question, a question was asked to the companies about whether they are satisfied with the process and operation of the Turquality program. Two companies did not answer this question, while others mentioned that the process was slow and not too controlled. The necessity of monitoring projects online has also been emphasized by companies. It was mentioned that only the stages after the first application was made online, but it could not be followed online. In addition to these, it was also argued that only the reports prepared by the audit firm were taken into consideration in the applications, whereas the enterprises should be visited.

When asked what procedures they went through, it was observed that they all went through the same procedure, regardless of brand support or Turquality full support. Consultants were assigned to each business first, and business analyzes were carried out with these consultants. All of the enterprises stated that they completed these analyzes in 5-6 months. With this analysis, the organizational chart, work flow chart, strategic business plan of the business were created and both the current situation of the business was revealed and future plans for the business were prepared. After these studies, the audit firm appointed by the Ministry of Commerce comes to the company to conduct inspections and presents the report they prepared about the enterprise to the ministry. After the preparation and evaluation of these reports, companies are invited to the undersecretary level if they apply for the brand support program, and at the minister level if they apply for the Turquality full support program. After the interviews, it is decided whether the companies will be included in the scope of support. Companies find all these procedures they go through useful for institutionalization.

Companies mentioned that all the procedures they went through to be included in the support were not easy. They emphasized that they were especially uncomfortable because these procedures took too long. For this problem, it was emphasized that the staff working under the Turquality support program should be increased and their qualifications should be improved. But they also mentioned that the work done is beneficial both for institutionalization and for identifying and correcting the deficiencies.

While Turquality's full support program lasts 10 years, the brand support program lasting 4 years is considered a short time for branding. It has been determined that companies within the scope of brand support benefit from patent, promotion and marketing, certification, consultancy and market research supports. On the other hand, companies with Turquality full support stated that they benefit from all support items.

The adequacy of the supports provided to the enterprises and what other supports should be were asked. The companies that distribute to all buyers from a single point have answered this question as the necessity of freight support. Because freight has an important place among the expenditure items they make, and this support is very important in terms of relieving businesses. In addition, answers were received in the form of covering their transportation and accommodation expenses for market research and fairs and having R&D support.

Table 7. Support types that businesses benefit according to their support scope

Support Type	Brand Support	Turquality Support
Patent, utility model and industrial design registration	✓	✓
Promotion, advertising and marketing	✓	✓
Office / warehouse / shop / restaurant / cafe rent		✓
Office / warehouse / shop / restaurant / cafe basic setup costs / architectural concept		✓
Rayon rent		✓
Showroom rental / decoration		✓
Certification	✓	✓
Franchise decoration		✓
Franchise rent		✓
Consultancy	✓	✓
Designer / cook / chef recruitment		✓
Expenses related to market research study and reports	✓	✓
Development Roadmap		✓

In Table 7, the types of support that businesses benefit from are given according to their support scope. All businesses answered the question about the benefits provided by the Turquality support program to their businesses in the form of institutionalization. In addition to institutionalization, it has been determined that the performance evaluation of employees and works has become easier and institutional resource planning programs have started to be used. The enterprises in the brand support program, on the other hand, gave answers in order to provide the opportunity to see and correct the deficiencies and to obtain information about new markets.

Finally, the enterprises were asked about the amount of aid they received from the state and the change in their market shares together with these aids. The enterprises did not share the numerical data of the supports received from the state within the scope of the survey. Along with the support received by the enterprises, data regarding the changes in their sector and market shares were not shared.

Results and Discussion

A brand is like a summary of the stages from the first time a product or service is designed to the time it is put into use by the consumer. Besides, it is a future-oriented investment for businesses. If all processes from the production of the product or service to its packaging / presentation, from pricing to public relations can be set up and managed properly, branding provides businesses with a great advantage over their competitors. However, the opposite of this situation also carries the risk of causing great losses to businesses.

Due to reasons such as the disappearance of borders due to globalization and technological developments, saturated and small local markets, excess production and excess capacity, foreign market opportunities and the instinct to gain competitive advantage, businesses have felt the necessity to open up to global markets and create brands that are accepted in these markets. Being a global brand provides businesses with advantages such as increasing their trade volume and having a sustainable competitive advantage. Day by day, it is very important to have global brands for businesses as well as developing and developing countries.

With the increase of economic competition in the world, the number of countries aiming at sustainable exports and high added value and having an established brand image in the global market is increasing. In order for them to fulfill all these goals and to contribute positively to the global image of the countries, businesses are supported by their countries with some export-oriented incentives. The Turquality program was created to encourage businesses with global brand potential. With this program, it aims to increase exports to Turkish businesses that do not have much knowledge and experience about global markets. It is predicted by the authorities that the number of companies included in this program will never reach tens of thousands. The upper limit is estimated to be around 250-300 businesses.

When companies are included in the support program, they enter the items suitable for the expenditures to be made with the help of a road map for the relevant year. The state creates a budget according to the expenditure items of the companies. After the audit process is completed in a very detailed and comprehensive manner, financial resources are provided to businesses that will receive Turquality support. After the expenditures are examined by the exporters' association, they are checked and approved for the second time by the experts of the Undersecretariat, the enterprises are paid by the Central Bank. In Table 8, the expectations of the enterprises from the Turquality program are categorized.

Table 8. Expectations of businesses from the Turquality program

	Brand	Turquality
Accelerating Payments	✓	✓
Reducing Formalities	✓	✓
Advance of Advertising and Promotion Expenses	✓	
Providing National Supports	✓	
Extension of Support Periods	✓	
Providing Freight Support	✓	✓
Providing R&D Support	✓	✓
Creating National Brand Support	✓	

As a result, export incentive measures and state aids in exports are the leading measures for the development of the country's economy and increase in its volume. Such practices help to produce quality goods and thus increase the income to be earned. This supports the goal of creating global brands.

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Extensive Summary

Countries can improve their social and economic structure and educate the country to modern countries through development. Ensuring and sustaining development depends directly on economic power. Financing and promotion of foreign trade, which is one of the important dynamics of economic power, is provided in line with convenient opportunities. Achieving standards to a certain level requires the use of the right financing methods with on-time and on-time production. Countries that want to promote export use this financial organization to meet their needs.

The brand is like a summary of the stages from the very beginning of the design of a product or service to the use of the consumer. It is also a future-oriented investment for businesses. If all processes from production to packaging / presentation of products or services, from pricing to public relations can be correctly constructed and managed, branding gives enterprises a great advantage over their competitors. However, the reverse of this situation carries the risk of causing large losses to enterprises.

The aim of this study is to interpret Turquality's contribution to branding and company expectations through the interview form, which helps our country achieve its sustainable development goals. In this study, the state incentives in export, Turquality program and the place of state incentives in financing foreign trade were discussed and suggestions were made on behalf of Turquality program in the light of the information obtained as a result of the interviews with the companies receiving support within the scope of Turquality in and around Istanbul.

This research, which aims to determine the opinions of the company managers who receive Turquality support regarding the effect of the Turquality Support Program on the financing of firms, is a research in the general screening model based on qualitative data. Within the scope of Decision No. 5973, 198 brands of 187 companies benefit from the TURQUALITY Support Program, and 123 brands of 118 companies benefit from the Brand Support Program. Within the scope of Decision No. 2564, 25 brands of 23 companies benefit from the TURQUALITY Support Program, and 30 brands of 30 companies benefit from the Brand Support Program. Within the scope of Decision No. 5447, 8 companies benefit from the e-TURQUALITY (Stars of Informatics) Support Program.

In this study, the financial contribution of the companies benefiting from the activity was searched and firstly literature review was made on related subjects. Published books, journals, articles, theses and some research results and statistical information were obtained. The relevant parts of these resources and studies have been discussed, examined and evaluated for use in the study. Data about the research were collected by means of interview questionnaire. The interview questions used in the study were formed as open-ended

questions. Interview questions; The aim of the study was to measure the participants' opinions about the contribution of Turquality program to finance and they were asked to give the most appropriate answers. Within the scope of the research, 11 questions were asked to the participants about the impact of financing under the Turquality Support Program.

The data are analyzed using qualitative analysis methods. In this context, the data were arranged, divided into various analysis units and synthesized and patterns were revealed among the statements made. Although content analysis is used among the qualitative data analysis types, various comparisons have been made to reveal the situations that have occurred over time. In the study, the data collected from the interviews with the participants were analyzed with the technique called "open analysis yapılarak by making coding and concept formation processes (McKeone, 1995).

In the questions asked, the companies were first asked why they were included in the Turquality program, what procedures they went through and evaluated. Afterwards, questions were asked about the support they received after joining the program and what other support should be available in addition to these supports. Finally, it was requested to share the numerical values of the supports received by the enterprises. But none of the businesses shared this information.

When the first two questions were asked why they were included in the Turquality program, all of the enterprises responded by creating their own brands. In the third question, companies were asked whether they are satisfied with the process and operation of the Turquality program. While the two companies did not answer this question, others mentioned that the process was slow and did not go too much under control.

When businesses were asked what procedures they went through, it was observed that all of them went through the same procedure, regardless of brand support or Turquality full support. Each company has been assigned a consultant first and analyzes have been made with these consultants. All of the enterprises stated that they completed these analyzes in a long time like 5-6 months. With this analysis, the organizational chart, work flow chart, strategic business plan of the enterprise have been prepared and both the current situation of the enterprise has been revealed and the plans for the future have been prepared.

The adequacy of the supports given to the enterprises and what other supports should be asked. Firms distributing to all buyers from a single point answered this question as the necessity of freight support. Because freight has an important place among the expenditure items and this support is very important in terms of comforting enterprises. All the enterprises answered the question asked about the benefits of the Turquality support program in the form of institutionalization.

As a result of this study, some suggestions are made in order to increase the benefits provided by Turquality program to the enterprises within the scope of support:

- The enterprises interviewed within the scope of the study stated that the payments for the expenditures covered by the support lasted at least 6 months. In line with this statement, the enterprises stated that the expenditures made were made within the facilities of the enterprise. Accelerating these payments means that businesses will accelerate their efforts on behalf of branding.
- In the Turquality support program, it was mentioned that formalities and bureaucratic procedures take a lot of time. Therefore, it is recommended to shorten and simplify the processes related to the application of support by enterprises.
- The enterprises covered by the support mostly spend on promotion, advertising and marketing activities. These expenditures are important for entering the global markets, operating and growing.
- Most of the companies are located in Turkey. However, the support program covers only the expenses of the enterprises abroad. With increasing competition, it is important to provide national support in order to protect the advantages of enterprises and reduce production costs.
- In addition to the support given to the companies that make production only in the country and export to the world from this point, freight support should also be provided.

As a result, export promotion incentives and state aid in exports are the main measures for the development and increase of the economy of the country. Such practices help to produce quality goods and thus increase the income to be earned. This supports the goal of creating global brands. It is also one of the most important objectives of this program, the name of Turkey is to become a brand known for quality. Only 10% of 112 companies that received Turquality support in and around Istanbul were included in this study.