

The 50 Most Influential CEOs /Bülent Polat

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How was 2019 for you, did you reach the goals you set for the company?

As Apaz Group, we continued our development trend in 2019 with our brands. As one of the leading companies in the sector on sectoral basis, we are successfully completing 2019. We continued our work with the vision of giving the Turkish cuisine the value it deserves.

We continue to grow steadily. We will continue our growth trend with the new investments we will make from now on. With our Baydöner, PidebyPide and Bursa İshakbey brands, we will continue to offer the local flavors of Turkish cuisine to the taste lovers with quality service and reasonable prices.

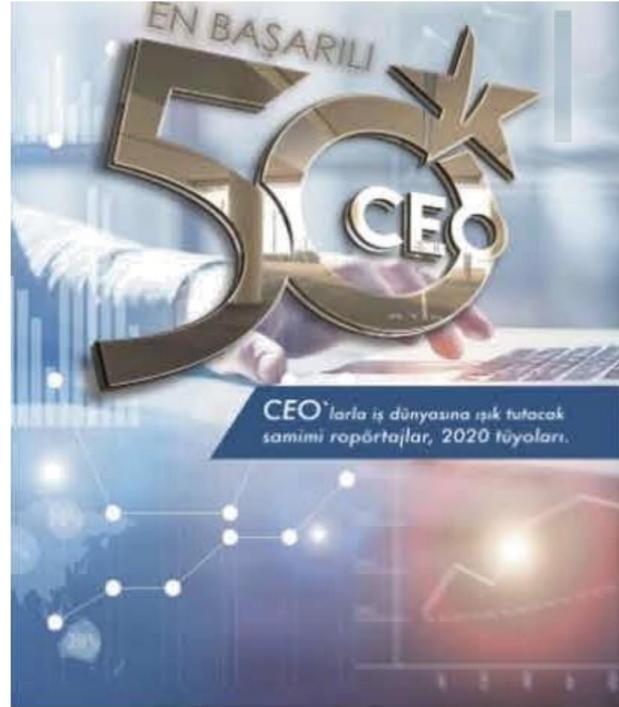
We do not limit our investments only to our Baydöner brand. We also focused on the opening of the branches of our Bursa İshakbey brand, which has adopted the principle of serving doner kebab, the classic taste of Turkish cuisine, in the most satisfying form and at affordable prices.

At the same time, we continue to open our PidebyPide restaurants, which serve the local dish of Turkish cuisine, pide, quickly and deliciously. Baydöner, the favorite of those who prefer to eat traditional flavor doner kebab when eating out, makes a difference with its new products. PidebyPide, which offers the fast and satisfying version of pide, the local dish of Turkish cuisine, adds new ones to its restaurants every day. We offer many attractive opportunities to entrepreneurs with the franchise model we have prepared for PidebyPide, which we plan to bring to all corners of Turkey in the coming period. We continue our restaurant investments to expand our retail network with our Bursa İshakbey brand, which serves with flavors suitable for Turkish taste and reasonable price policy.

What are your 2020 goals and what do you think is the picture for your industry in 2020?

As Apaz Group, we are focused on our domestic investments with our PidebyPide and Bursa İshakbey brands. We continue our work in this direction.

On the PidebyPide side, we plan to reach around 20 franchised branches by the end of 2020. In this context, we are opening our doors to cooperate with franchise candidates. We will provide intensive support services such as marketing, purchasing, logistics, training, human resources, operation and quality control to our operators during the preparations for the opening of the restaurant and from the first day of the operation. We planned our total number of branches for PidebyPide to be 60 at the end of the year. Rapid growth is among our main goals.



With our Bursa İshakbey brand, we continue our investments without slowing down. We have opened 4 new branches in 4 different regions in November. We will maintain our growth momentum with the restaurants we will open in every corner of Turkey in the upcoming period.