Projects That Can Be Developed for Tradesmen, Artisans, and Manufacturers in Rize with KOSGEB Support

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# Projects That Can Be Developed for Tradesmen, Artisans, and Manufacturers in Rize with KOSGEB Support

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## 1. Digitalization and E-Commerce Projects

* **Digitalization Projects for Tradesmen:** Projects can be developed to help tradesmen establish a presence on digital platforms and enable them to sell online. KOSGEB can provide financing to businesses for digital transformation processes.
  + E-commerce site setup and integration
  + Social media marketing and digital advertising
  + Mobile application development
* **Digitalization Projects for Manufacturers:** Projects can be developed to support manufacturers’ digital transformation in production processes. Projects may focus on smart manufacturing, IoT (Internet of Things)-based automation, data analytics, and cloud computing integrations.



## 2. Production Capacity Increase Projects

* **Establishing a New Production Line and Modernization:** Projects can be developed to purchase new machines and equipment to increase manufacturers’ production capacity, modernize production lines, and optimize production processes. These projects can be realized with KOSGEB’s machinery-equipment support.
  + Increasing production capacity with small-scale machines for tradesmen and small manufacturers
  + Automation systems and Industry 4.0 integration for large-scale manufacturers



## 3. R&D and Product Development (R&D/PD) Projects

* **New Product Development (PD) Projects:** Projects can be developed for new product development for tradesmen and small businesses with KOSGEB’s PD support. These projects include prototyping, testing, and bringing new products to market.
* **Research and Development (R&D) Projects:** Projects can be developed by manufacturers on new production technologies, materials, and production processes. With the support KOSGEB provides for R&D projects, innovative products and processes can be developed and commercialized.
  + Innovative product development projects, especially in sectors such as furniture, textiles, and automotive sub-industry
  + Environmentally friendly production technologies and sustainability projects



## 4. Productivity Improvement Projects

* **Productivity Enhancing Techniques in Businesses:** Projects can be developed for small tradesmen and manufacturers to reduce operating costs and increase productivity. KOSGEB provides support for productivity improvement.
  + Energy efficiency projects
  + Optimization of business processes and inventory management projects
  + Integration of quality management systems



## 5. Marketing and Branding Projects

* **Branding Projects for Local Tradesmen and Small Businesses:** With KOSGEB’s marketing support, the branding processes of tradesmen and small businesses can be accelerated. Projects can be prepared on corporate identity development, brand promotion, and online and offline advertising strategies.
  + Packaging and branding of local products
  + Target audience analysis and marketing strategy development
* **Export-Oriented Marketing Projects:** Export-oriented marketing projects can be developed for manufacturers and large producers aiming to expand internationally. KOSGEB provides financial support for export projects.
  + Participation in international fairs
  + Preparation of export documents and market research
  + Introduction of products to international markets



## 6. Social Entrepreneurship and Cooperative Projects

* **Strengthening Tradesmen’s Cooperatives:** Projects can be developed to establish cooperatives for tradesmen, allowing small tradesmen to combine their strengths and compete more effectively in the market with KOSGEB support.
  + Joint purchasing and production projects through cooperatives
  + Digitization of cooperatives and integration into e-commerce platforms
* **Social Responsibility Projects:** Tradesmen and small businesses can contribute to social development through social entrepreneurship projects. KOSGEB also provides support for social responsibility projects.



## 7. Financial Management and Stability Projects

* **Financial Management and Planning Training Projects:** Financial management training and budget planning projects can be developed for tradesmen and artisans. These projects can be supported through KOSGEB’s entrepreneurship training.
  + Cash flow management training for tradesmen
  + Financial stability and sustainability training for SMEs



## 8. Employment and Personnel Training Projects

* **Vocational Training and Skilled Workforce Development:** KOSGEB provides support for training projects aimed at improving the workforce for tradesmen and manufacturers. Personnel training, professional development programs, and certification projects can be developed.
  + Apprenticeship and master trainer programs
  + Professional competency certification projects
* **Inclusive Employment Projects:** Social responsibility projects aimed at integrating women and young people into the workforce can be developed. KOSGEB supports such projects.



## 9. Sustainability and Environmentally Friendly Projects

* **Waste Management and Recycling Projects:** Projects can be developed on waste management, recycling, and environmentally friendly production techniques with the support KOSGEB provides for eco-friendly projects.
  + Establishment of waste management systems for tradesmen and artisans
  + Use of environmentally friendly materials in production facilities
* **Carbon Footprint Reduction Projects:** Projects can be developed to improve energy efficiency and reduce carbon emissions for manufacturers. The use of renewable energy sources can be encouraged.



## 10. Supply Chain and Logistics Projects

* **Strengthening the Supply Chain:** Projects can be prepared, particularly for manufacturers, on digital transformation in supply chain management, improving logistics networks, and strengthening distribution channels.
  + Logistics automation systems
  + Creating digital supply chain platforms
* **Integration of local products into the national market:** Projects can be developed to create national distribution networks that allow tradesmen and small producers to reach wider audiences.

## 9. Thank You!

#### Question and Answer Section



* Ask your questions about projects.
* For more information: [kosgeb.gov.tr](https://www.kosgeb.gov.tr)
* Check out the Frequently Asked Questions page
  + https://www.kosgeb.gov.tr/Web/Genel/SSS.aspx?KatID=2
* Entrepreneur Support Program
  + https://www.kosgeb.gov.tr/site/tr/genel/destekdetay/1231/girisimci-destek-programi
* You can get consultancy and support from chambers of commerce.

# From Idea to Market with KOSGEB Entrepreneur Support Program



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