**ANALYSIS OF AN ENTREPRENEUR**

This report will be about the “Eflatun Academy” which is a new venture in Yacht and Sailing Training industry. They first started their venture with “yacht and sailing trainings” commonly in Istanbul but then the enterprise added “personal training”, “skating educations” and “cyber security educations” to the academy’s operations. The report first starts with a market analysis of the industries that the academy is in. The second part of the report is mainy about the business model of the venture that will include the interview answers that I gathered from one of the entrepreneurs of the Eflatun Academy, whose name is Ömer Faruk Yetimoğlu. In the last part, the report includes my thoughts, alternatives and recommendations for the venture and its business and operating model.

**PART 1: MARKET ANALYSIS**

At the beginning, Eflatun Academy was established as a “youth training platform” with different training programs. Because of this, the market/industry they are operating is more than one. These markets are “yacht & sailing trainings”, “personal trainings”, “skating trainings” and also “cyber security educations” as a totally different market from the others. The venture is carrying out its operations in Turkey so the market analysis is mainly about the trends and the facts and the analyses of these industries in Turkey.