

“Alibaba.com gives us the opportunity to showcase our en-tire product range to customers on a safe and trusted trading platform.”

**Murat Akyüz****Company:** Akyüz Plastik A.Ş. **Location:** Istanbul, Turkey**Industry:** Plastic household goods, garden furniture

Member since 2 years

Background

Akyüz Plastik A.Ş. is one of the market leaders in plastic household products, kitchenware and garden furniture. Established in 1980, Akyüz today has large factories in Istanbul and Ankara with over 10,000 square meters each, plus extensive showrooms at each location. The company decided to sign up on Alibaba.com as a TrustPass member after conducting extensive background research on which business-to-business (B2B) e-commerce platform suited them best.

In our member's own words

“Before, we used to receive orders from our company website and further promote ourselves at trade exhibitions. That's where we first came across Alibaba.com. Shortly after that, our company compared all the B2B sites out there and found that Alibaba.com was best suited to our needs.” said Murat Akyüz, General Manager of Akyüz Plastik A.Ş. He especially likes the fact that he is able to present his entire product range in detail to potential customers on Alibaba.com, similar to his showrooms in real life.

Recognizing that trust is an important part of doing business online, Murat decided to sign up for a TrustPass membership on Alibaba.com. “Trust is the most important element in building good business relations. In order to inspire confidence, you have to make sure that buyers who don't know you are in a secure environment,” said Murat. “Customers see our TrustPass logo before entering our page, so it definitely gives us advantages over companies who do not have a TrustPass logo.”

Achievements

Thanks to Alibaba.com, Akyüz has now built strong ties with companies from Israel, Romania, Greece, UK and Iran. With more than 80 employees, the company exports 50% of its production and has long-term relationships with companies from all over the world, including the US, Japan, England, Germany, France, Greece, Romania, Uruguay, Bulgaria, U.A.E. and Switzerland.