


“Alibaba.com is the best tool to meet new customers and expand my business globally!”



Samı Yavuz

Company: Manas Mensucat 

Location: Uşak, Turkey

Industry: Textile

Member since 1 year

Background

Established in 2003 by Samı Yavuz, Manas Mensucat Ltd. is an exporting business specialized in household textile products such as blankets, towels and sheets. The company's mission is to provide the best products to its customers with good quality service and reasonable prices, which it does by importing thread, fiber and fabric from various countries. Five years on, Manas Mensucat Ltd. now exports USD 2.5 million of household textiles, apparels, various fabrics and threads, of which USD 1 million are made through deals on Alibaba.com.

Like many companies, Manas Mensucat Ltd. used to be dependent on trade exhibitions, recommendations from friends and Internet search engines to reach new customers. However, as a small to medium-sized enterprise (SME) exporting local textile products made by other Turkish SMEs, Samı decided to join Alibaba.com to expand his markets internationally.

In our member's own words

Manas Mensucat Ltd. has been a TrustPass member on Alibaba.com for more than a year.

“Doing sales is easy on Alibaba.com and I can always find whatever I'm looking for,” said Samı. “It's wonderful. Once I was importing polyester thread from China, and just by chance I made a good deal with a Brazilian customer.” He especially loves the wide range of products on Alibaba.com and the safe and secure reputation of the site.

“There are so many resources on Alibaba.com, I just wish I had more time to utilize them all!” said Samı, who gets more business leads than he has time to respond to. “Alibaba.com is really the best tool to meet new customers and expand my business globally.”

Achievements

Nowadays, 90% of Manas Mensucat Ltd.'s revenues are made from deals closed with Alibaba.com business contacts. Despite the current economic crisis, the company has had no change in sales and actually has an increasing number of customers. Manas Mensucat Ltd. has even expanded their product range and target markets to include Europe and Africa, in addition to its main exporting countries of Israel, Greece and Germany.