



Çağla&Mert

35

Business Analyst

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From plaza labourer to farm worker

We want to get rid of this chaotic life and sell what we produce.

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Çağla & Mert, who did not wait for retirement to escape from the city, quit engineering at a young age and left Istanbul.

Their agricultural adventures, covering 20 decares of land, started in a 60 square meter hobby garden in Istanbul.

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We need to follow latest trends and understand customer needs to maintain popularity and establish a loyal customer base

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About Çağla and Mert;

Çağla and Mert are 36 years old, they settled in a small village in İzmir to get away from the stress of city life and integrate with nature while they were engineering full time for 12 years.

Their goal is to make people's kitchens and stomachs filled with healthy organic food. And to live a life that respects nature without breaking away from technology. Their dog Astro is their greatest safeguard against pigs, martens and jackals.

They get the water from the well and the electricity from the solar panels. They produce and sell summer and winter. Even though they do not have annual leaves or weekend holidays, Çağla and Mert say they are happier this way.

Motivations

- Living a simple life
- Being in nature
- Escaping from corporate life

Needs&Goals

- Online marketplace
- Maintaining personal and financial health to continue providing the same lifestyle standard
- Mentorship
- Wider portfolio

Frustrations

- Reaching audience
- Money transaction
- Lack of know-how

Tasks

- Learn about agriculture, cooking, cuisines, sales, marketing
- Want to figure out how to reach people to sell their products
- Read about e-commerce
- Support to digitize my daily business operations