

An aerial, top-down view of a bustling outdoor market. The ground is covered with numerous colorful umbrellas in shades of orange, red, blue, and yellow, providing shade for the stalls and people. The market is densely packed with people, and the overall atmosphere is vibrant and busy.

GTM

Ghana Turkish Market



Contents

Expand Your Market Presence in Ghana	3
Market Size	3
Why Partner With Us	4
Prime Showroom Location	5
Partnership Benefits	6
Product Categories	6
How it Works	7
Contact	7



Expand Your Market Presence in Ghana – Partner with Your Turkish Market Place – GH

Are you a Turkish manufacturer looking to expand into new markets? Your Turkish Market Place - GH offers a unique opportunity to showcase and market your products in Ghana, one of West Africa's fastest-growing economies. Our showroom, strategically located next to the Weija Shoprite Mall in Accra, is designed to connect Turkish manufacturers with a wide range of customers, from corporate institutions, small businesses, to individual customers.

Market Size

Turkey's export market to Ghana presents a dynamic opportunity for Turkish manufacturers looking to expand into West Africa's growing economy. Ghana's demand for high-quality essential goods, construction materials, and consumer products has driven trade between the two nations to impressive levels, with Turkey's exports reaching \$421 million in 2022—a strong 8.06% annual growth from \$286 million in 2017. During the COVID-19 pandemic,

Turkey emerged as Ghana's second-largest trading partner, showcasing its ability to meet market needs even under challenging circumstances. With a 2020 trade value of \$771 million, the forecast indicates continued expansion, with trade expected to reach \$900 million by 2025 and exceed \$1 billion by 2027. Turkish manufacturers are uniquely positioned to capture Ghana's demand for reliable, quality goods, making this a prime time to enter or expand in this high-growth market.





Why Partner with Us?

Direct Access to the Ghanaian Market:

- Our showroom, both online and in-person displays a wide variety of Turkish products, including agricultural goods, textiles, consumer electronics, construction materials, and more.
- We simplify the buying process for local businesses by eliminating the need for costly travel to Turkey, making it easier for Ghanaians to purchase high-quality Turkish goods.
- Our Buy-Direct cost structure allow the customers to buy product at the factory price with middlemen add-ons, enable Ghanaians to purchase Turkish goods at lower cost.

Cost-Effective and Hassle-Free:

- By partnering with us, your products will be showcased without the burden of middlemen or inflated prices.
- We guarantee your manufacturer's price directly to our customers, helping to build trust and boost sales.
- Our marketing team will promote your promote without you having to set up your marketing team on the ground.





Prime Showroom Location

Our 800-square-meter showroom is centrally located at the Old Weija Shoprite Mall on the NI-road, ensuring maximum visibility to customers from Accra and surrounding areas.

Positioned near the popular West Hills and China Malls, our showroom attracts high foot traffic and potential buyers daily.



Marketing and Sales Support:

- Our dedicated marketing and sales team actively promotes your products through a mix of digital marketing (social media, search engine marketing) and traditional advertising (billboards, radio, and television ads).
- We organize product-specific promotions and showcase events to increase awareness of Turkish products among Ghanaians.

Simplified Logistics:

- We handle all logistics from initial customer interest to product delivery in Ghana. We facilitate the order process, shipping, and customs clearance, ensuring that your products reach customers without complications.
- Customers are required to make an initial deposit, and we take care of the rest, making the sales process smooth and efficient.



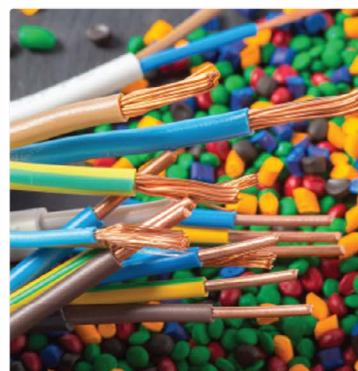
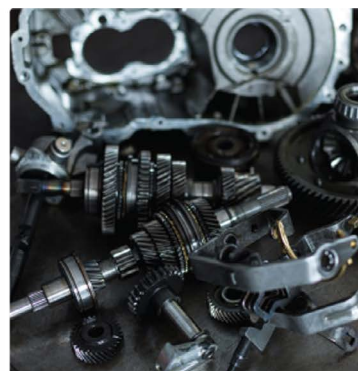
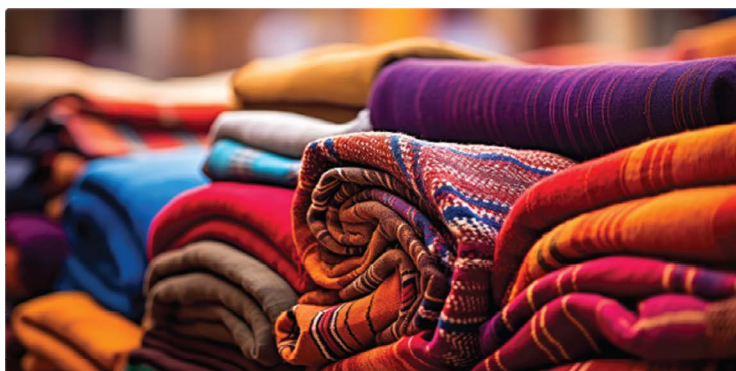


Partnership Benefits for Turkish Manufacturers:

- **No Middlemen, Direct Sales:** Your products will be sold directly to Ghanaian buyers at the manufacturer's price, cutting out intermediaries and ensuring competitive pricing.
- **Commission-Based Revenue Model:** We offer a commission-based model where we earn through commissions on sales, ensuring that you maintain your standard pricing.
- **Exclusive Presence in the Market:** Our showroom exclusively represents Turkish products, giving you a competitive edge and specialized promotion.
- **Expansion into New Markets:** Ghana serves as a gateway to the broader West African market, providing you with the opportunity to expand your brand's footprint across the region.

Product Categories We Showcase:

- **Consumer Electronics**
- **Home Appliances**
- **Construction Materials**
- **Textiles and Fashion**
- **Medical and Pharmaceutical Products**
- **Motor Vehicles and Equipment**





How it works:



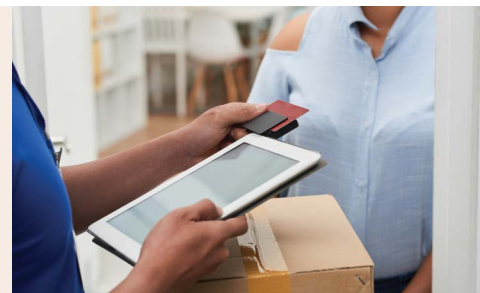
Showcase Your Products in Ghana: Ship samples of your products to our showroom online and in-store in Accra. These products will be displayed to customers along with the pricing information—just as if they were shopping in Turkey.



Customer Selection and Order: Once a customer selects a product, we handle the full order process, from port charges to final delivery.



Easy Payments and Logistics: After confirming the order, customers pay 60% upfront, and the balance upon delivery, ensuring timely shipments and no financial bottlenecks.



Join Our Growing List of Turkish Manufacturers: Take advantage of this opportunity to showcase your products in Ghana, a booming market for Turkish goods. Our goal is to help you expand your reach and grow your sales by providing a reliable and cost-effective sales channel.

Contact Us Today:

Interested in learning more about how Your Turkish Market Place - GH can help grow your business in Ghana? Contact us today to discuss partnership opportunities.

Email: Tina Abroquah at
tina@litinatoursgh.com or
info@turketmarket.com.gh

Phone: +233 244 260 789
Website: www.turkishmarket.com.gh
