

trendyol

New SME support package from Trendyol worth TRY 150 million

Trendyol continues to support SMEs and shopkeepers

Trendyol continues to stand by the shopkeepers and SMEs on its platform, drawing on its strengths in financing, marketing and training. Under the SME Support Package launched in April 2020, Trendyol had contributed TRY 600 million to SMEs and shopkeepers by August 2021. As Türkiye's first decacorn, Trendyol has extended its SME Support Package until October and announced a new support package worth TRY 150 million.

With the "Trendyol SME Support Package" launched in April 2020, Trendyol continues to strengthen the shopkeepers and small and medium scale enterprises (SMEs) on its platform and contribute to the continuity of their businesses. In approximately 18 months, Trendyol has provided financing, marketing and training support worth TRY 600 million. It will contribute another TRY 150 million with its new SME Support Package, which has been extended until the end of October 2021. As of the end of October, Trendyol's total support to shopkeepers and SMEs will amount to TRY 750 million.

Financing and marketing support

Under the SME Support Package, Trendyol has rearranged its payment terms to provide tens of thousands of shopkeepers and SMEs in all categories with powerful cash flow support in the form of early payments. With its marketing support campaigns, Trendyol has been increasing the sales volumes of the shopkeepers and SMEs on its platform by ensuring their products reach more customers.

Over 350 training programmes provided to more than 180,000 shopkeepers and SMEs

Trendyol aims to expedite the digital transformation of shopkeepers and SMEs by means of the Trendyol Academy, which has provided a range of training programmes to over 180,000 vendors. The shopkeepers and SMEs that have participated in these training programmes have had the opportunity to develop themselves in many fields, including e-trade operations, how to increase sales and enhancing customer satisfaction. Trendyol vendors have access to over 350 training programmes and other content via the Trendyol Academy and can participate in live broadcasts and conferences free of charge.