

# Goldas jewellery



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Goldas is Turkey's first virtual Jewelry. The company turned into retail sales via the internet in 2000. Goldas has official license of The Walt Disney Company and Warner Bros. characters in Turkey and also have signed license agreements with New Line Cinema, and Gamma Media in 2002 and then has added production Harry Potter, The Lord of the Rings and famous characters such as Barbie Jewelry. Goldas is also produces a line Turkey's three major sports clubs products which are Galatasaray, Fenerbahce and Besiktas.

Forecast Sales On the basis of the amount of total sales of Goldas in 2009, according to 2008 its total sales increased by 0.5% to 12.9 tons; while net sales observed on the basis of U. S. \$ increased 5%. This increase derives in the average ounce of gold price of U. S. \$. In 2008 a dollar was 1.468 Turkish liras; and in 2009 a dollar was 1.506 Turkish liras. According to the same period the previous year 2002 domestic sales increased by 23%, while international sales decreased 27%, as a result, the share of exports in total sales from 36% to 25% decreased.

Especially with the increased impact of income from tourism to domestic sales, the United States and Europe cause an increase due to Christmas and New Year in the last quarter of the year to increase sales and share of exports can be expected to increase again to 30%. us \$ (Million) | 2005

	2005	2006	2007	2008	2009
Netsales	1105	1150	1188	1205	1225
Basis operating profit	10	13	121	118	121
Net profit	18	112	122	119	124

Strengths: Goldas, due to the raw material used for the gold, is tax-exempt for income due to the advantages of the valuation.

Progress towards becoming an international company that Goldas, in the U. S. market and the Frankfurt stock exchange are traded Lay. Research brings importance to development investments for each year with new products developed around 2. 500 is trying to become different. Weaknesses: They have been negatively are affected by the company's short-term loans with high amount interest rates Net foreign currency debt position also changes in exchange rates against the fragility increase. Threats: Counterfeit products from small firms cause a negative effect on the lifespan of the product.