



Would like to invite you to a business breakfast

on Thursday, 09th April 2009

"Managing Profitability"

Dear Members,

The British Chamber of Commerce of Turkey would like to invite you and/or other representatives from your company on Thursday, 09th April 2009 between 09.00 - 12.00 hrs at Elite World Hotel, Beylerbeyi Meeting Room (Şehit Muhtar Caddesi No:42 34435 Taksim). The name speaker will be Mr Ali Aköz. Mr Aköz is a director at PricewaterhouseCoopers Turkey Advisory Services who has vast experience on Corporate Performance Management.

We are pleased to announce that this seminar is one of the series of joint events offered as part of the co-operation between your Chamber and PricewaterhouseCoopers to offer unique services to our members. We are going to organize these events quarterly.

The most important issue facing managers in this difficult economy is making more money from the existing business without costly new initiatives. In most companies, everyone pays attention to profitability, but few companies have a process to systematically manage profitability on a day-to-day basis. In most companies, the executive team has a profit plan, each department head owns an important element of the plan, and progress to plan is watched closely. Yet even if each manager meets objectives, the company is still a lot less profitable than it should be. The reason? So, if you want to learn the reason, please **SAVE THE DAY** and attend our breakfast seminar.

Mr Aköz will be speaking on:

- **Why do companies fail in crisis?**
- **What is the issue with the profitability management?**
- **Different methodologies in managing profitability**
- **Good practices in profitability management**
- **Which method fits your company?**

In addition, our guests will have the chance to participate in the drawing. The luxurious prize will be a gorgeous dinner (double) for one of our guest and weekend package from health club for two guests at Elite World Hotel.

Price of the breakfast seminar is 60 TL for our members and 70 TL for non-members.

The payment can be transferred to;

Bank Name : *Turk Ekonomi Bankasi*
Branch Name : *Ozel Bankacilik Merkezi*
Branch Code : *70*
Account Name : *Turkiye'de Ingiliz Ticaret Odasi Dernegi*
Account No for TL : *921966*

PS: Please kindly mention your name and company name when you transfer the fee to our bank account.

Please kindly be informed that there will be **no refund** for late cancellations (min 5 working days notice) or for non-attendance.

R.S.V.P.: by April 06th, 2009

edaakalin@bcct.org.tr or +90 212 249 04 20 / 249 06 58

We look forward to seeing you at our breakfast seminar.

Kind Regards,

Eda Akalın
Secretary General

***Special thanks to Mr Ali Aköz of PricewaterhouseCoopers and
Mr Ünsal Şınık, General Manager, Elite World Hotel,
Istanbul***