



THE KITCHEN OF HUNTING PASSION*

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ABSTRACT

Hunting tools are the most indispensable part of hunting which is as old as the date of human beings on earth. The usage of shotguns has become widespread with the industrial revolution. The smooth-bared shotgun, which is the closest one to the current models, was invented by Anson & Deeley in 1875. At the beginning of 20th century, companies such as Browning, Remington, and Winchester began to produce smooth-bare shotguns. With 10 billion \$ worldwide market small arms industry, the production of shotguns has a significant potential in it. In Turkey, the foundations were laid in 1914; Huglu town has assumed the leadership of shotgun-producing sector since 1962. Today having a wide range of products in the manufacture of shotguns and hunting rifles, Huglu shotguns are preferred by many hunters from different countries. Exporting shotguns throughout the world especially to European countries and USA, the development of shotgun manufacturing sector provides employment opportunities, good life conditions and sustainable development for the region also it prevents migration.

In this study; there have been conducted interviews with ten producers out of 11 producers who are active in Huglu town currently and the problems faced by producers in the sector have been analyzed. The subjects that need to be resolved such as lack of qualified staff, high tax rates, informal production, employment, the lack of investment in R&D, legal regulations, incentives, branding, introduction and marketing etc. take over. This study has never been a subject of any academic study so it is completely unique.

Key Words: Huglu Town, Firearms, Arms industry, Shotgun sector, Corporate capacity

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AV TUTKUSUNUN MUTFAĞI

ÖZET

İnsanoğlunun yeryüzündeki tarihi kadar eski olan av tutkusunun en vazgeçilmez unsuru av aletleridir. Sanayi devrimiyle birlikte av aletleri de farklılaşmış ve av tüfeklerinin kullanımı gittikçe yaygınlaşmıştır. 1875'te İngiliz Anson ile Deeley tarafından şimdiki modellere en yakın yivsiz av tüfeği icat edilmiş, 20. yüzyıla girerken Browning, Remington, Winchester vb. firmalar yivsiz av tüfekleri üretmeye başlamıştır. Dünya genelinde 10 milyar dolarlık bir pazara sahip olan hafif silah sektöründe av tüfeği üretimi de önemli bir potansiyele sahiptir. Türkiye'de ise 1914 yılında temelleri atılan ve 1962 yılından beri av tüfeği üreten Huğlu Kasabası sektörün öncülüğünü üstlenmiştir. Bugün av tüfeği üretiminde en geniş ürün yelpazesine sahip dünyadaki ilk on firma arasına giren Huğlu Av Tüfekleri Kooperatifi'nin de bulunduğu sektörün ürettiği tüfekler, birçok ülkeden avcılar tarafından tercih edilmektedir. Başta Avrupa ülkeleri ve ABD olmak üzere tüm dünyaya av tüfeği ihracatı yapan bölgede, sektörün gelişmesi ve ihracat yapıyor olması hem bölge insanına istihdam sağlamakta böylece bölgeden göçlerin önüne geçmekte hem de bölgenin refah seviyesinin ve sürdürülebilir kalkınmanın önünü açmaktadır. Sektör her geçen gün büyüme potansiyelini geliştirmesine karşın sektörün varlığını sürdürebilmesi, yenilikleri takip edebilmesi, rekabet gücü ve ihracatını artırabilmesi önünde bazı engeller mevcuttur.

Bu noktadan hareketle, çalışmada, Huğlu Kasabası'nda hali hazırda faaliyet gösteren 11 üreticiden 10'u ile mülakatlar gerçekleştirilmiş ve üreticilerin sektörde yaşadıkları sorunlara incelenmiştir. Kalifiye eleman yetersizliği, yüksek vergi oranları, kayıt dışı üretim ve istihdam, AR-GE yatırımlarının olmayışı, yasal düzenlemeler, teşvikler, markalaşma, tanıtım ve pazarlama, hedef pazar(lar) vb. sektör için çözüme kavuşturulması gereken konular olarak ön plana çıkmıştır. Daha önce hiçbir akademik çalışmaya konu olmaması sebebiyle çalışma tümüyle özgündür.

Anahtar kelimeler: Huğlu, Ateşli silahlar, Silah endüstrisi, Av tüfeği sektörü, Kurumsal kapasite

Introduction

Hunting is as old as the history of mankind. In the first period thanks to hunting, the mankind met its needs and then used hunting for bravery, proving its strength, preparation for war, sports and passion. Moreover the hunting even became a representative of a sacred who has a goddess (Diana) in British Mythology (Kuzubaş, 2007:307). When we look at the historical origins of hunting, it can be clearly seen that hunting includes a tradition and features of national culture at the same time. Hunting, especially in the Turkish culture has a different significance. Indeed the Turkish people provided their lives by feeding and hunting animals, while they were living in nomadic life style (Bars, 2008: 167).

Hunting has become an indispensable part of the Turkish culture and it is not only a lifestyle but also has influenced the character and outlook on life. Some Turkish nations in middle

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asia give names of birds of preys to their boys such as Alakuş, Alpkuş, Aksungur, Afşin, Çağrı, Çavlı, Karaca, Karakuş, Laçın, Toğan, Tuğrul, and this is a proof of this culture. Hunting (how to made and its rules) is regulated by law By Genghis Khan and the first scientific book was printed by the Seljuk Sultan Malik Shah (December 1072 - November 1092). Hunting which is shaped by traditions from the time of Oguz Turks has continued 400 years until the beginning of 18th century thanks to the excessive passion of sultans for hunting and their hunting organizations in Ottoman Empire (Kahraman, 1995). In short, the hunt has become a part of everyday life and this situation has affected the poems, songs, epics, novels and films. For example, hunting is an important figure in K roglu Epic, Oguz Kagan Epic and Epic of Battal Gazi and lots of story began with hunting also messages like the good news of conquest (Kuzubaş, 2007:307), heroism (Bars, 2008: 172), the recordings that made the bows and arrows, the indispensable elements of the concept of Turkish domination (G ksu, 2010: 987) were formed by hunting and hunting passion has remained until today.

Until the 13th century, hunting, was carried out mostly with bow and arrow. In this period the firearms which was used in military field, began to be used in hunting. Shotguns, as a natural consequence of the industrial revolution, also started to be produced more and cheaper so they became more easily obtainable by the society. Also acceptance of the hunting as a sports is in line with this period. In 1875, closest to the current model, smoothbore shotguns were invented, and then hunting parties gained speed by the British people in colonial territories. in the beginning of 20th century current smoothbore shotguns were produced and hunting passion has assumed the leadership of a sector which has an important input.

Rifle, which is an indispensable instrument for people who see the hunting as a passion, is produced by many countries throughout the World but if it comes to the data related to this production is very limited. The production of shotguns is evaluated under the title of defense industry or arms industry but the existing contract manufacturing sector undermines the reliability of statistical information. From this point when we look at the World arms industry, USA is in the first place in World arms industry and this country is followed by Canada and Italy. With \$ 3 billion of imports, the USA is leader of the industry among the countries importing weapons and ammunition. According to this, in 2010 the budget allocated for the defense by USA, is \$ 698 billion and this figure alone corresponds the 43% of the World. After the Cold War, though a significant reduction in defense spending, (Decreased from 5.3% to 3.1% in USA) September 11 events made a reversal effect on this situation. After September 11 with the changing perception of national security and foreign threats, the defense spending increased 4.7% in 2009 GDP (SIPRI Yearbook, 2010). U.S. is also the world's largest defense supplier. According to 2008 figures, the United States, with 38.4% market share, is in the first place in the export of weapon systems and Technologies to a large part of World especially Middle Eastern Countries. The United States in this area, which has 17% market share followed by Russia and Germany with 9.1% (Grimmett, 2010).

As can be seen, especially Western countries, including large resources are allocated for arms spending. This situation shows that in 2008 a total of the income calculated on a global scale for an average of about 2.7% is allocated to defense spending, while annual expenditure per capita in the world is 224 dollars (Perlo-Freeman vd., 2010:177).

Turkey, however, as of 2007 is in the 15th place among the countries exporting weapons and ammunitions. According to TSI (Turkish Statistical Institute) while Turkey's total arms exports in 2008 stood at 308 million dollars, in total arms imports amounted to 302 million dollars (www.tuik.gov.tr). Accordingly, exports 49.4% compared to the previous year, while imports increased by 20.4%. In 2010 the turnover of the members of Defense and Aerospace Industry

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Manufacturers Association is \$ 2.73 billion, while exports amounted to \$ 634 million (Yentürk, 2009). In Turkey the Ministry of Defense allowed the weapon manufacturers to make direct sales to foreign countries and pave the way for the production of all kinds of weapons, with these improvements in sector, as of 2012 the volume of exports increased 100% in the first eight months. Compared to year 2011, exports in the sector increased to 832 million dollars in the first eight month and provided 70% record breaking growth.

According to Market Research's "Defense Industry 2017" report, Turkey's arms exports in 2016 are expected to capture \$ 2 billion and it is also stated that Turkey's internal orders will be 8 billion dollars (2017). As a result, defense and security spending throughout the world has reached a size of 1 trillion 738 billion dollars, the United States, Russia, Germany, France, the UK has a share of 76 percent of the total world exports in this sector. Turkey is located in the remaining 24%. The sector whose aim is to reach 2 billion dollars of exports and a turnover of 4 billion dollars in 2014 while its target 25 billion dollars by 2023. In this sense, each contribution will be made to the defense industry is extremely important and Beyşehir County is willing to make contribution.

With 10 billion \$ worldwide market small arms industry, the production of shotguns has a significant potential in it. According to the data of the Ministry of Industry and Trade, about 300 firms throughout the Country perform manufacturing in the rifle sector that has hunting and sport purposes (Doruk, 2010:1). The weapon production in Konya intensifies in the District of Beyşehir more than the city-centrum. The rifle production of which roots reach 1914's began in the ateliers established in the cellars of the village houses in the towns, Huglu, Uzumlu and Gencek, where are linked to the District of Beyşehir, and the cooperative companies that were established Huglu and Uzumlu became a propulsive force for the sector (Demirci and et al., 2009: 228). In Turkey, the foundations were laid in 1914; Huglu town has assumed the leadership of shotgun-producing sector since 1962. The production of the "side by side" model shotgun called as "cifte" (double-barreled gun) until 1980's kept on the manufacturing of "superpose" (*over&under*) and "semi-automatic" in the next years. In the region, falling-block rifle, double-barreled gun, superpoze, automatic, and semi-automatic, many kinds of shotgun which have 12,16,20,28 and 36 calibers and 51,55,66,68,71 and 76 cm barrel lengths are produced. In the late of 1990's, slow by slow, it was begun to export. The hunting sector had to head toward exporting as an alternative to the domestic market that shrank because of some motives like the fall of purchasing power due to the crisis in 2001, the increases in the Special Excise Tax (SET) and VAT, and the difficulties in authorization. The mentioned exporting continues increasing from then until today.

The sector is generally consisted of small and medium sized enterprises. At the present times, 3 cooperative companies, 137 firms and 17 unlimited companies operate at the sector in Beyşehir. The firms in Beyşehir, with 30.000 pieces of rifle productions for every month and with an employment for 7.000 persons, keep the regional economy on its feet by fulfilling % 47 of the taxational potential that belongs to the Tax Department of the District. % 55 of the rate of Special Excise Tax paid for the treasury of Beyşehir is provided by the shotgun producers. The towns of Uzumlu and Huglu of Beyşehir produce % 70 of the shotguns in Turkey. With an investment around 70 million TL, it is provided an export that is worth 30 million TL. When looked at the investments of the firms in the region of Beyşehir, it is seen that it is invested usually on the equipment used in the arms industry. When we look it on the base of value, the most investment has been made on the CNC counters with a quantity that is priced at 18 million TL. After that, it has been made on the turning lathes with an investment value worth 15 million TL and on the chromenichelium plating unit having a purification unit with a total investment amount worth 15 million TL (BEYSISAD, 2010 Yılı Sektör Raporu).

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Table 1: The investments of the shotgun producers who operate in Beyşehir

Machine and Investment	Menstruation	Unit value	Total
CNC machine	180	100.000	18.000.000
Milling machine	250	25.000	6.250.000
Lathe	600	25.000	15.000.000
Drill press	1.000	7.500	7.500.000
Oxygen welding and electric welding	500	1.000	500.000
Surface roughness measuring machines	1.000	1.500	1.500.000
Gunstock design	5	150.000	750.000
Laser cutting and engraving machine	75	15.000	1.125.000
Iron carving machine	50	75.000	3.750.000
Plastic mould injection machine	2	125.000	250.000
Treatment erecting chrome-nickel-plated	5	2.000.000	10.000.000
Service vehicle	180	25.000	4.500.000
TOTAL			69.125.000

Kaynak: BEYSİSAD Sector Report for the Year 2010

It provides TL 30 million export income with an investment of TL 70 million. Shotguns are exported to many countries such as United States, Canada, South Africa, Egypt, Jordan, Kazakhstan, Uzbekistan, Azerbaijan, Russia, Germany, France, the United Kingdom, Denmark, and Norway. While about 10 big firms sell a large part of their production to the foreign markets, the others meet the needs of domestic market.

The Production of Shotgun in Huglu

This study includes the District of Huglu, which is a town having a population of three thousands now and the first production was made, and contains the data gotten from the interviews made with the ten firms of the eleven firms that operate in the town in this line. Huglu and Uzumlu towns produce 70 percent of shotguns in Turkey. It provides TL 30 million export income with an investment of TL 70 million. Shotguns are exported to many countries such as United States, Canada, South Africa, Egypt, Jordan, Kazakhstan, Uzbekistan, Azerbaijan, Russia, Germany, France, the United Kingdom, Denmark, and Norway. While about 10 big firms sell a large part of their production to the foreign markets, the others meet the needs of domestic market. In the sector which was headed towards export in order to benefit from the advantages of outward-oriented policies in the post 1980s, the contraction of the domestic market, attractive foreign market opportunities, the emergence of new markets alternatives, and the performing of contract manufacturing by all of the businesses for foreign brands, constitute the basic dynamics of exports. Today having a wide range of products in the manufacture of shotguns and hunting rifles, Huglu Cooperative Company of Shotguns are among the world's top ten companies in the industry. Exporting shotguns throughout the world especially to European countries and USA, the development of shotgun manufacturing sector provides employment opportunities, good life conditions and sustainable development for the region also it prevents migration. So it is really important both for region and local people. Moreover increasing investments in defense industry of Turkey and defense industry exports make Turkey in the first eight countries in the world in export figures also new markets such as South Africa and Middle East offers attractive opportunities and thus the shotgun manufacturing sector is getting more and more important. In this context, the defense industry, based on many years of experience in the industry, machinery, equipment, variety of products, rifled arms producing capacity, cost, competitiveness in terms of craftsmanship and quality, timely production and delivery, innovation, flexibility in meeting the demands, is thought to provide a significant contribution to the production of small arms. Despite

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sector improves its growing potential day by day, there are some obstacles in existence of the sector, following of innovations, competitiveness and increasing its export.

Among the managements with which the interviews were made, besides Huglu Cooperative Company of Shotguns, which has around 650 partners of company and exports arms to more than 50 countries with its own brand, there are large and small 10 managements. Huglu Cooperative Company of Shotguns, which is one of the leading brands of the sector, is the biggest firm not only in the town but also in the region and the management of which its brand value is the highest. The cooperative company directing the production in the region for years is the brand that hunting addicts prefer among the domestic trademarks that produce shotguns. The statistical information about the name, establishment date, and legal status of the mentioned firms has been given in the following table.

Table 2: The shotgun producers who operate in Huğlu

Operate	Establishment Date	The Legal Status
Huglu Hunting Firearms Cooperative	1962	Cooperative
AKUS Shotgun Industry and Trade Inc.	2003	Incorporated Company
Büyük Huğlu Hunting Materials Industry, Trade	1996	Limited Company
Mert Machine Hunting Materials Industry, Trade	2005	Limited Company
Akdas Arms Engraving	2000	Limited Company
Best Huğlu Fire Arms Industry	2011	Limited Company
Sadık Çelik Fire Arms Industry	2006	Individual Company
Genç Huğlu Fire Arms Industry	2007	Individual Company
Üçel Silah Fire Arms Industry	2011	Individual Company
Huğlu Land & Sea Hunt Gallery	2012	Individual Company

Akus Arms Industry & Trade Inc. carries out special gravure and figure-embroidered productions as more different than other managements and exports its whole products. as Great Huglu Hunting Equipment and Akdas Machine Arms Industry are among the first firms of the region, they are among the known producers of the town with their investments and employment that they provide. As for Mert Machine Hunting Equipment, Genc Huglu Arms Industry and Sadık Celik Arms Industry are the companies which commence operations in the second half of 2000's, Sadık Celik Arms Industry among these companies come into prominence with its production, staff number, and investments. The firms entering into service in 2011 are Ucel Arms Industry and Best Huglu Arms Industry. Best Huglu supplies the rifle components from other firms, and it mounts in its own facility. With regard to Huglu Land and Sea Equipment has been a new firm becoming operational in this year, its first production has been made in 2012.

The statistical information about budget of the company, the annual production, and The capacity utilization rate of the mentioned firms has been given in the following tables.

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Table 3: Budget of The Company And The Annual Production

Operate	Budget of The Company TL			The Annual Production		
	2007	2010	2012	2007	2010	2012
Huglu Hunting Arms	9.000.000	12.000.000	17.000.000	36.000	36.000	36.000
Akus	1.800.000	2.000.000	2.200.000	700	1.500	2.000
Büyük Huğlu	650.000	700.000	800.000	3.000	3.000	3.500
Mert Machine	137.500	248.819	634.503	200	700	1.502
Akdaş	560.948	2.608.217	4.239.995	300	2000	4.000
Best Huğlu	-	-	100.000	-	-	8.000
Sadık Çelik	900.000	1.000.000	1.500.000	5.000	7.000	10.000
Genç Huğlu	100.000	100.000	100.000	300	350	500
Üçel	-	-	110.000	-	-	420
Huğlu Hunt Gallery	-	-	250.000	-	-	200
TOTAL	26.934.4	18.657.036	26.934.498	45.500	50.55	66.122

Tablo 4: The Capacity Utilization Rate

Operate	%
Huglu Hunting Firearms Cooperative	50
AKUS Shotgun Industry and Trade Inc.	95
Büyük Huğlu Hunting Materials Industry, Trade	90
Mert Machine Hunting Materials Industry, Trade	80
Akdas Arms Engraving	80
Best Huğlu Fire Arms Industry	20
Sadık Çelik Fire Arms Industry	60
Genç Huğlu Fire Arms Industry	40
Üçel Silah Fire Arms Industry	80
Huğlu Huğlu Land & Sea Hunt Gallery	50

The Problems Of The Sector And The Offers Of Solution

The Lack of Qualified Labor Force and Intermediate Staff

The biggest problem, in terms of worth trillions investments that were made and will be made by the sector and of capacity increase, is lack of experienced and qualified staff who has the capability of using CNC counters in the first, machines and equipment. The problem of qualified staff which is an issue that all the companies had an interview bring forward firstly waits for an urgent solution and also effects on the relations among firms negatively because of transfers besides the performance of firms, their speed, and the quality of product. It is witnessed that the CNC counters worth 100.000 TL-200.000 TL of some companies that we visit their equipment tools during the interviews have not been included in the process of production because there were not any qualified staff. Moreover, they live the problem of intermediate staff (technician) too. Particularly, the (political) decisions taken by the process of February 28 (*Postmodern Military Coup*) toward the vocational high schools have considerably affected on the mentioned problems. Thus, after the process, it has been started to live the problem of intermediate staff in all the fields in Turkey.

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Vocational Education

In the Industrial Vocational High School and the Vocational High School in the region, shotgun in the first, there are no departments focused on the programme of arms production. CNC programme operatorship in the beginning, it is felt the lack of some departments like mechanical drawing, gravure, embroidery, and ornamental inlaying that are concerned with the sector, and it is felt the need a close cooperation between the educational institutions and the sector, besides.

TS 870 Standards

TS 870 contains the legal obligations related to ungrooved rifles (shotguns). In the clauses 7, 8, 9, 10 and 13 of the mentioned regulations that regulates the production standards and the sales, it is demanded to decrease the densely bureaucracy about manufacturing, selling, and certificate of title.

The SET at High Levels

Because the % 6,7 rate of SET that was applied on shotguns before 2006 was risen up to the levels of % 20, the sector lives the problems seriously. In the interviews made, the producers expressed that they pay even the VAT of the SET. In consequence of the taxational practices (about % 60's) for the shotgun that is considered among luxury consumer goods, an increase is observed also in the unrecorded operations in the sector.

Space Lag

The town in which the sector operates is in a mountainous geography. The operating in the forested land in the region is not legally possible (because the land has a forested land status). Except for the firms that operate in the sector from the past until today, there is a land shortage for the companies which have been established yet or planned to establish. By the degraded forest lands in the region are assigned to the new companies of the sector, it is possible to solve the significant part of the problem. However, there is a need a legal regulation for it.

Irregularity of Energy

The firms carrying on a business in the sector generally export their products. That's why, the duly delivering of the received orders is extremely important in terms of the reliability of firms and of the provisions of contracts. In the region, as there is no natural gas, the sector fulfills the need of energy from electricity. Despite carrying out yearly maintenances in the summer months of every year (that, power cuts happen during these maintenances), the power failures occurring especially in the densely rainy periods in the winter months negatively affect on the sector.

Heat Treatment Unit

Heat treatment, in short, the heating and cooling operations practiced for the purpose of bringing definite features in metallic materials in solid form and amalgamations (Savaşkan, 1999: 213). This unit minimizes the damage that will suffer in chamber, trigger, and lock mechanisms that are exposed to the strain in the products at most. Although the financial budgets of all major firms are adequate for buying this unit, the unit has not priority with regard to cost balance for every one of the firms. Therefore, the firms, for the heat treatments of the rifles produced, fulfill these needs of them from various cities such Konya and Bursa in the first. In addition to the heat treatment unit, laser cut and moulding machine and equipment are another problem that its deficiency is felt in terms of the region too.

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The Purification Problem of the Chromium Plating Facility

Chromium plating is preferred by the producers in our Country because of the reasons like production term, cost, type of steel that can be used, production capacity, need of maintenance of it, and that it increases the endurance to corrosion etc. The basic problem of these facilities is that it leads gas emission that negatively effects on human's health, environment, and atmosphere. In the managements, except for Huglu Cooperative Company of Shotguns, the purification of the chromium plating facility is not present.

The Lack of the Test Laboratory Accredited From CIP and SAAMI

Many countries, in the present days, lay down various quality certificates as a condition for goods and services that will come in its own lands from the international markets. Nevertheless, in the region, there is not any measurement laboratory to be effective in determining of the quality of products. Firms put the arms which they produce through firing tests that they prepare with their own possibilities. In this way, that TSE (Turkish Standards Institution) establishes the systems of CIP and SAAMI, which are the two of the most important certificates for the sector, contribute to both the rates of exporting and the opportunities of marketing and determine the standards related to the security of firearms in terms of users, is necessary for the sector in order to strengthen the standard of production in the region and to overcome a lot of problems met in the exportation.

The Lack of Information about the Government Grants

In this point, two issues come into prominence. First of them is that firms have not a professional department in the fields like advertisement, marketing, R&D, and exportation. In addition, there is an opinion about firms are not sufficiently informed by some institutions such chambers of industry and trade and KOSGEB. Another problem is concerned with the area in which the sector is active. Unfortunately, the arms sector cannot be benefitted from every (governmental) grants like other sectors.

The Prohibition of Arms Advertisements in Turkey

For the reason of the legal regulation concerning that arms and producer firms may not be advertised with their names, brands, and symbols not under any circumstances and that campaigns encouraging and prodding the using of these arms may not organized, the prohibition of advertisement and presentation is another problem of the sector, besides.

The Lack of Development of Common Action Culture

As the opportunities of cooperation and common investment among the firms operating in the region are scarcely any, the possibilities of cooperation and common investment are not seen much possible. Some reasons, such that all the firms in the region work almost in full capacity, most of the goods produced has a buyer before producing, the understanding of only having concern for one's own self, the competition among firms, the tension appearing because of the reason of the transfers of worker and qualified staff, and gossips, hinder that unities are seen as a need.

The Production of Grooved Rifles (Shotguns)

Because of the legal regulations in our Country, grooved rifles are still produced in the arms sector. The regional producers which have necessary technical infrastructure for the production of grooved rifle state that there will be a significant growth in the exportation and that it will be made important contributions to the light arm production of the defense industry in case that it is allowed the production of grooved rifles.

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Contract Manufacturing

The contract manufacturing in the region has two dimensions. First of them is the value of production that major firms realize for the world's leading brands abroad, and the other is the production (under the counter) that minor firms realize by using the names of other firms that, while the first one poses an obstacle against brandization, the second one leads to both problems among firms and the products manufactured live losses in brand and price in foreign markets. Chairman of the Board of Sipahiler Arms Industry, which operates in the town of Uzumlu, Bekir Sipahi expresses that % 10 of the contract rifle production in the world is made in Turkey, and % 80 of the market of the Middle East, % 50 of the market of Africa, % 20 of the market of the Central Asia, and % 10 of the market of USA are in the hand of the Turkish arms companies.

Table 5: Export Ratios

Operate	The Annual Export			The Annual Export (%)		
	2007	2010	2012	2007	2010	2012
Huglu Hunting Arms Cooperative	22.962	12.805	22.771	64	36	63
Akus	660	1400	1900	95	95	95
Büyük Huğlu	1500	1500	1500	50	50	43
Mert Machine	-	-	369	-	-	20
Akdaş	-	1.850	3.200	-	93	80
Best Huğlu	-	-	-	-	-	-
Sadık Çelik	5.000	7.000	10.000	100	100	100
Genç Huğlu	-	180	250	-	52	50
Üçel	-	-	270	-	-	64
Huğlu Hunt Gallery	-	-	-	-	-	-
TOTAL	30.122	24.735	40.260	66,2	48,9	60,8

Brandization

While almost the complete of the firms exports the arms that they produce, the mentioned exportation is more in the form of contract (manufactured) products that they make for the brands abroad, rather than their own brands. Even though Huglu Cooperative Company of Shotguns in the town is the most famous firm both in the country and abroad, including the Cooperative Company, not any firms compete with the world brands such English Holland & Holland, Purdey & Sons, WR; German Merkel, Krieghoff, Mauser; Italian Perazzi, Piotti, Famars, Bertuzzi; American Winchester, Smith & Wesson, and they have not such aims. The sector makes production for lower segments. As for producers, they think that the sector in the right path in terms of both production and customer portfolio.

The Participation in Domestic and Foreign Fairs

It is seen that firms do not demand for domestic and foreign fairs. Particularly, this rate in the participation of foreign fairs is not more than several firms. The basic reason of it is that firms do not export the products that they manufacture with their own brands and that the expenses of foreign fairs for those exporting their products are notable costly. Another problem is that companies are unaware of the government grants given for fairs.

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The gravures in the production of shotgun which are embroidered on forend and metallic and wooden sections of gunstock bring light ornaments that bring a sort of identity of work of art in a rifle and considerably increase its value. Three-dimensional gravure and figure embroiders via reliefs, inlay works, embroiders, and pearls, which are made on metallic and wooden sections of a rifle, are the areas in which hand workmanship comes to the forefront. The most distinctive property of the rifles produced by globally known brands and estimated a price for 150-200 thousand dollars is its technical design and embroiders on itself.

The rates of private productions that the managements operating in Huglu perform using manual labor are very less. The most important reason of it is not to give a place manual labor to serial production. Secondly, the cost of embroidery (in particular three-dimensional gravure embroidery) is high that, this situation affects on competitive conditions in a negative manner in terms of the part addressed in both domestic and foreign markets. Finally, the third reason is the difficulty had in finding a master who is able to make these mentioned embroiders.

R & D Investments

When examined the present situation of the sector, not any firm has an R & D unit constituted in a professional way, and also it is seen that a special budget related to it is not left. R & D is usually perceived as an activity area composed of advisory meetings that are generally performed against daily developments.

Marketing

The success of managements, under the present-day competitive conditions that boundaries have been removed and the world has become a single market, is tied to efficiency and productivity in the marketing activities (Çoroglu, 2002: 3). Despite many sectors live a marketing problem, the situation for the sector is exact opposite. The whole of the products manufactured (because of contract manufacturing) is on order. Even, some companies experience difficult times for the reason of the density of order. This state makes the marketing unimportant for the sector's representatives. In this way, apart from the Cooperative, not any firms have a marketing department. In order to a vast majority of managements is family-owned business, marketing activities are generally managed by family's members who have not any training and expertise in this matter.

Conclusion and Evaluation

As a consequence of globalization and technological development process, the speed and the quality of production have risen up; an industrial structure which can promptly give an answer to the demand that is in a permanent change by products in different brand and model are manufactured using the latest technologies has emerged. In this context, the importance of the small and medium sized enterprises that are % 98 of the managements in Turkey has increased more under the competitive conditions. Therefore, in the developed and developing countries, new ideas are being generated about the small and medium sized enterprises and it is being kept on developing policies for accelerating their advancement. The small and medium sized enterprises producing shotguns in the District of Beysehir are no independent from this process.

In a period when investments and exportations to the defense industry in Turkey increase with each passing day and Turkey enters among the first eight countries in exportation leaping forward and the image of Turkey in international area gets strong day by day and new markets like the South Africa and the Middle East present attractive opportunities, the significance of the sector rises up more. For all that, in addition to the problems mentioned above, there are some troubles such the people of the region, in particularly the young people, (though there is the need in the

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sector) head towards different lines of work and they leave the region at the first opportunity, the decreasing population, and that the target market(s) cannot be determined strategically. The producers have expressed that their expectations towards the future of the sector are highly positive, in case the necessary arrangements related to the demands in question are carried out. In these circumstances, they have an opinion about the sector will keep on its existence in growing and the rates of production, competition, exportation, profit, and employment will rise up. In this way, all the manufacturers are likeminded about both the marketshare of the sector having an export volume worth 10 billion dollars will increase more and the region will make serious contributions to the production of light arms of the defense industry of the Country.

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