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# Turnover for Specialized Design Activities in Turkey

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# Classifications

## Activity Classification: NACE Rev.2

- ✚ 74 Other professional, scientific and technical activities
  - 74.1 Specialised design activities
    - 74.10 Specialised design activities
  - This class includes:
    - fashion design
    - industrial design
    - activities of graphic designers
    - activities of interior decorators
  - 74.2 Photographic activities
  - 74.3 Translation and interpretation activities
  - 74.9 Other professional, scientific and technical activities n.e.c.

# Classifications

## Product Classification: CPA 2008

- ✚ 74.10 Specialised design services
  - 74.10.1 Interior, industrial and other specialised design services
    - 74.10.11 Interior design services
    - 74.10.12 Industrial design services
    - 74.10.19 Other specialised design services
  - 74.10.2 Design originals
    - 74.10.20 Design originals

# Market conditions

- ✚ Design takes a more and more growing role to ensure innovations and competitiveness.
- ✚ Design allows creating products and services with high added value and ultimately ensures excellence in global competition.
- ✚ Design and innovation are the key factors for developing countries in the way of becoming a member of modern world.

# Market conditions

- ✚ Each year almost 9.000 students start studying interior architecture, industrial product design, fashion design and graphic design divisions of universities in Turkey.
- ✚ However the number of employees working for specialised design companies is too low.
- ✚ Most probable reason for this is large companies mostly prefer to employ designers in their own structure.
- ✚ Therefore it is not easy to measure the design activities.
- ✚ Another challenge for measuring the output of this activity is some interior design companies not only do the design but also do interior construction and furnishing.

# Market conditions

- Mostly small and medium size companies are dominant in this activity.

NACE Rev.2	Year	Number of enterprises	Turnover	Number of persons employed
74.1	2009	1 538	291 464 411	6 029
	2010	1 474	223 878 027	4 640
	2011	1 537	190 090 628	3 140

Source: Structural Business Statistics, Turkstat 2011

# Market conditions

- ✚ As specialised design activities is mostly a business to business sector, the turnover is not closely correlated with the real output.
- ✚ The turnover is reported at the time of payment rather than the time of production.
- ✚ Also it is not easy to define and measure the products because the quality varies even for each work.



# Market conditions

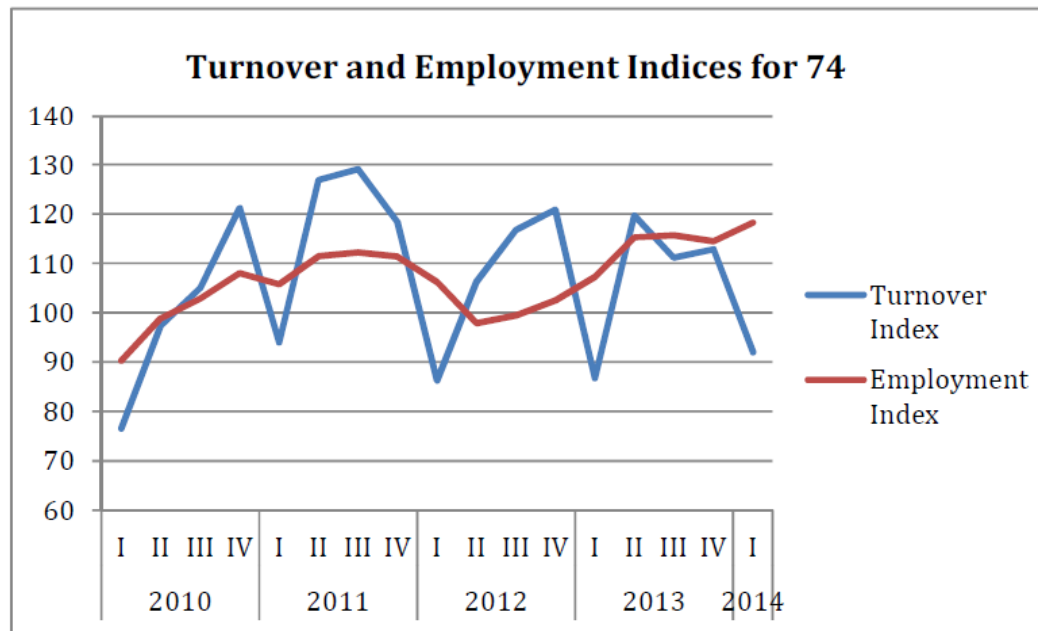
- In contrast to the importance of design activities it has a very low share of business turnover. USD/TL = 2.17

NACE Rev.2	Number of enterprises	Turnover (TL)	Value added at factor cost (TL)	Number of persons employed
74	11 339	812 820 176	238 000 712	20 648
<b>74.1</b>	<b>1 537</b>	<b>190 090 628</b>	<b>44 706 459</b>	<b>3 140</b>
74.2	7 606	212 399 078	44 851 860	11 881
74.3	1 100	99 170 727	41 647 685	2 293
74.9	1 096	311 159 743	106 794 708	3 334

Source: Structural Business Statistics, Turkstat 2011

# Market conditions

- Quarterly figures are available only for two digit level of services sectors.



Source: Trade and Services Indices, Turkstat 2014-Q1

# Surveys

Data on turnover for specialized design activities are obtained from the structural business statistics (SBS) and short-term statistics (STS). STS data is disseminated at two digit level of NACE Rev.2.

## Quarterly survey

Quarterly Trade and Services Survey is applied to enterprises of Specialized Design activity.

### **Sampling and full enumeration:**

- 50 or more employees → full enumeration
- 5-49 employees → sample
- 0-4 employees → sample

# Surveys

## **Threshold**

- None

## **Data compiled in the survey**

- Employment
- Hours worked in the reference period
- Wages and salaries
- Turnover

# Surveys

## Annual Survey

### ***Sampling and full enumeration***

- 0-19 employees → sample
- 20 and more employees → full enumeration

### ***Threshold***

- None

# Surveys

## *Data compiled in the survey*

- Number of enterprises
- Number of local units
- Employment
- Number of hours worked by employees
- Personnel cost
- Turnover
- Production value
- Value-added at factor cost
- Total purchases of goods and services
- Change in stocks of goods and services
- Gross investments

# Data Dissemination

## **Quarterly Results**

The quarterly results are disseminated under “Trade and Services Indices” title.

[http://www.turkstat.gov.tr/PreTablo.do?alt\\_id=1037](http://www.turkstat.gov.tr/PreTablo.do?alt_id=1037)

## **Annual Results**

The quarterly results are disseminated under “Annual Industry and Service Statistics” title.

[http://www.turkstat.gov.tr/PreTablo.do?alt\\_id=1035](http://www.turkstat.gov.tr/PreTablo.do?alt_id=1035)

# Summary

- ✚ A small but very important sector
- ✚ Hard to measure output
- ✚ Quarterly results at two digit level of NACE
- ✚ More detailed annual results



**Thank you for your attention**