

# LEOKING

*"Baby We a 2"*

"To us, family means putting your arms around each other and being there."





# WELCOME TO OUR COMPANY

LEARN

MORE

## ABOUT US .

Just imagine: in spacious workshops equipped with state-of-the-art machines, children's clothing is created at a new level of quality and style. Each design is unique not only in its aesthetic, but also in the use of natural materials such as organic cotton, soft wool, and fine silk. Our team of skilled experts meticulously selects the raw materials, ensuring their quality and sustainability.



COMPANY PROFILE



# COMPANY ..

## COMPANY PROFILE

### Vision

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In 2004, our factory, equipped with the latest and most advanced technology, opened its doors in Gaziantep, the largest manufacturing city in Turkey. Since then, we have continuously grown, developed, and gained valuable experience. Currently, our factory spans an area of 3000 square meters and employs 240 dedicated individuals who work tirelessly to create products of the utmost quality.

### Mission

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To better serve our partners, in 2020 we opened a wholesale store in the heart of the textile trade, Istanbul. Our store offers a comprehensive range of products at factory prices, ensuring convenience and affordability for our customers.



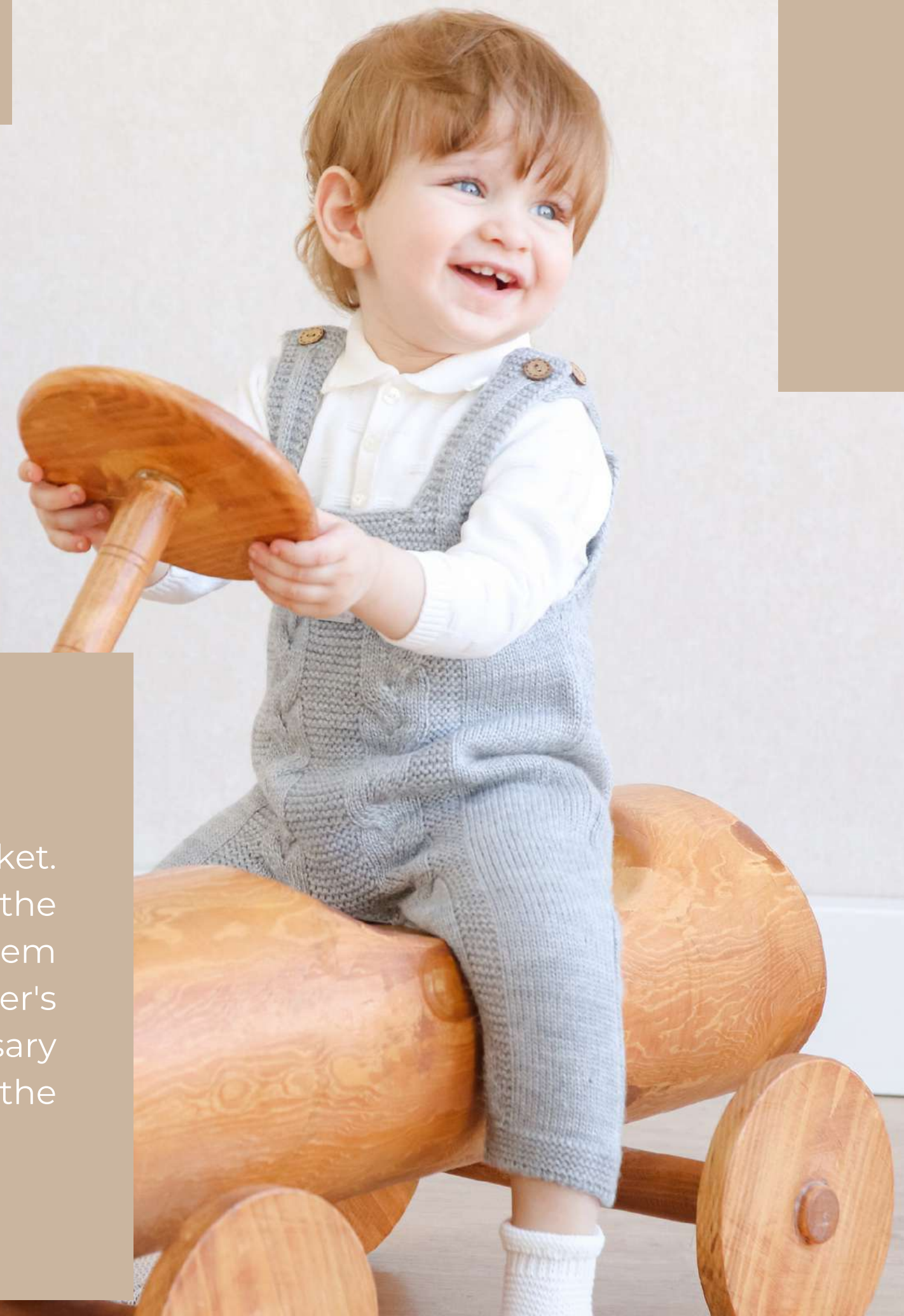


COMPANY PROFILE

# EXPANSION STAGES.

## Description Here

In 2021, we expanded into the international market. Now, if you need to acquire our goods within the territory of the Customs Union, you can purchase them from our representative in Moscow at manufacturer's prices. Our products come with all the necessary documentation for their official sale within the Customs Union, including GTE, DS, and certificates.



# OUR TOPICS

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**100%**

cotton

**100%**

Wool



Threads are thin strands of material that are twisted or woven together to create textiles. While threads might seem like a small and insignificant part of our lives, they have played a major role in human history. From the clothes we wear to the tools we use, threads have been essential in shaping our world.

One of the earliest uses of threads was in the creation of textiles. The ancient Egyptians were skilled in the art of spinning thread and weaving it into cloth. Their clothing was made from linen, which was woven from flax fibers. The use of textiles and threads allowed people to create warm and durable clothing, and it helped to protect them from the elements.



# OUR STORES !

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LEOKING started as a small workshop producing children's clothing in a specific location. Fueled by increasing demand and notable success, the company decided to expand and capitalize on global opportunities. The first stores were established in local locations, gaining significant popularity thanks to the quality of their products and unique designs.

LEOKING quickly expanded into different international markets, opening branches and online stores to cater to global customers. The company adopted an insightful marketing strategy, customizing products and designs to suit the requirements of each market.

OUR STORES

WELCOME



Branch store in Bursa, Türkiye



COMPANY PROFILE





1

LEOKING leveraged modern technology to enhance the online shopping experience, contributing to the strengthening of its global presence. The company also focused on building strong customer relationships by providing excellent customer service and effective feedback management.

2

Logistics played a crucial role in LEOKING's success, with advanced logistical policies facilitating efficient shipping and distribution processes, ensuring timely and effective delivery of products worldwide.

Listening to customer feedback and adapting to fashion trends and market needs, LEOKING stayed at the forefront of the global children's clothing industry.

3

Through these efforts and a dedication to quality and innovation, LEOKING succeeded in building a strong reputation and a global presence, establishing itself as one of the leading brands in the children's clothing industry.

C O M P A N Y   P R O F I L E

# OUR CURRENT PROJECT IN 24.25

01

LEOKING began as a small workshop crafting children's clothing in its original location, focusing on delivering unique designs and high-quality products. With success in meeting local customer needs, the company decided to capitalize on global opportunities.

02

In the early stages of expansion, LEOKING opened stores in new areas, both at the city and national levels, offering a unique and distinctive shopping experience. Leveraging well-thought-out marketing strategies, LEOKING highlighted its uniqueness, capturing the attention of customers worldwide.



C O M P A N Y   P R O F I L E



# OUR CURRENT PROJECT IN 24.25



01

LEO

In its quest for global expansion, LEOKING embraced modern technology to facilitate online shopping, providing a seamless shopping experience for consumers across continents. The company launched international marketing campaigns targeting local cultures, contributing to building a positive global brand image.

02

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Expanding product lines and offering collections to suit diverse tastes, LEOKING became a premier destination for parents worldwide. The company invested in efficient logistics to streamline shipping and distribution across borders, ensuring effective product delivery worldwide.

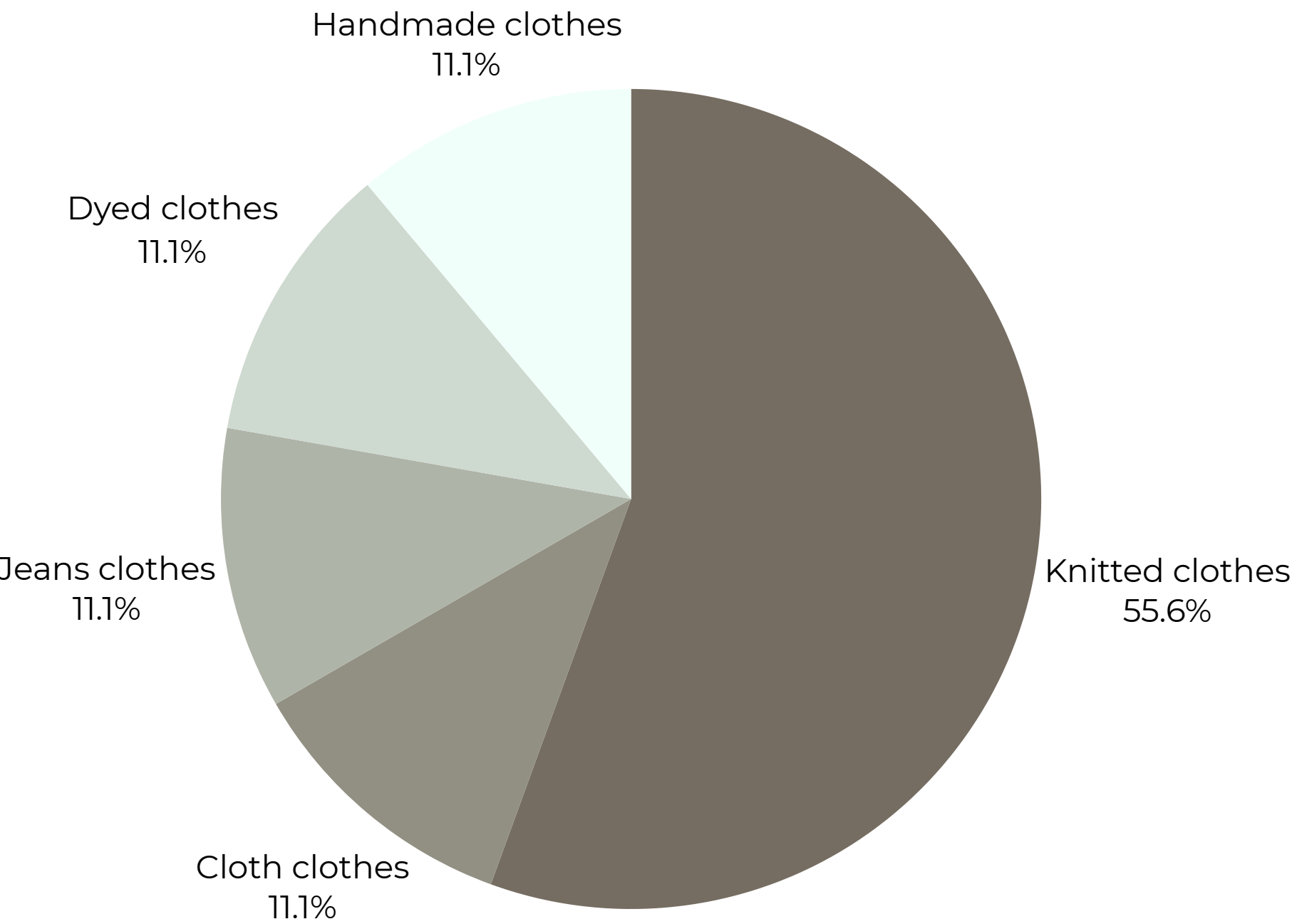
03

2024.2025

Through these efforts, LEOKING transformed itself from a small workshop into a renowned global company. It continues to meet the needs of families, providing high-quality and stylish children's clothing across the globe.



WITH ITS STRATEGIC EXPANSION INITIATIVES



Global Market Penetration: LEOKING successfully penetrated new markets globally, establishing a presence in diverse regions. This expansion broadened the customer base, exposing the brand to a wider audience and driving increased sales.

Diverse Product Offerings: The company's commitment to offering a diverse range of high-quality and stylish children's clothing appealed to a broader customer demographic. LEOKING expanded its product lines to cater to different tastes, preferences, and cultural nuances, attracting a more extensive customer base.

Effective Marketing Strategies: LEOKING implemented targeted and culturally sensitive marketing campaigns in each new market. These strategies not only raised brand awareness but also influenced consumer purchasing decisions, resulting in increased sales.



## WITH ITS STRATEGIC EXPANSION INITIATIVES

**Online Presence and E-commerce:** The adoption of modern technology and a strong online presence facilitated easy access to LEOKING's products worldwide. The seamless online shopping experience contributed significantly to the growth in sales, especially as e-commerce gained prominence.

**Logistical Efficiency:** The company's investment in efficient logistics played a crucial role in ensuring timely and reliable product delivery. This logistical efficiency enhanced customer satisfaction, fostering repeat business and positive word-of-mouth recommendations.

**Adaptation to Local Preferences:** LEOKING's commitment to understanding and adapting to local preferences and trends in each market helped tailor product offerings to meet specific consumer demands, further driving sales.

**Positive Brand Image:** The company's emphasis on quality, style, and customer satisfaction contributed to building a positive and reputable brand image. This positive perception attracted more customers and influenced their loyalty.

In conclusion, LEOKING's strategic expansion efforts, coupled with a focus on product diversity, effective marketing, online accessibility, logistical efficiency, adaptation to local markets, and building a positive brand image, collectively led to a substantial increase in sales during the expansion period.





# CONTACT US

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with you

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THANK YOU