



World Conference on Technology, Innovation and Entrepreneurship

## Entrepreneurship Case Study of Individuals with Down syndrome – Smiling Faces

Mehmet Levent Kocaalan<sup>a\*</sup>

<sup>a</sup>*Pamukkale University, Denizli, Turkey*

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### Abstract

Disadvantaged people in life are born with disabilities. The aim of this study is to create employment for individuals with intellectual disabilities. In this study, individuals with intellectual disabilities review will focus on the creative possibilities of employment. In this study, the social environment of individuals with intellectual disabilities to participate spiritually, to feel good about themselves, their children and their families are provided the opportunities for the creation of financial gain is intended to be more than happy. This project is coordinated by the Pamukkale University and a partner Denizli Municipality. The working life of individuals with Down syndrome in order to gain the "Smiling Faces" is a "down cafe" format, designed the project. Under this project, the IQ level of 60-80 range and age level is 18+ with Down syndrome, Down syndrome, 14 individuals were selected. 7 college student chosen given the necessary training and the first two disabled student services, personal problems, motivation, education, and communication problems are to be responsible for. Also included in the project's family was disabled, 1 day a week in one of the best product they will be asked to issues of pie, cake, pastry, and will actively participate in the project.

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Peer-review under responsibility of Istanbul Univeristy.

**Keywords:** Entrepreneurship, Education, Disadvantage Group, Down Syndrome, Down Cafe

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\* Corresponding author. Tel.: +0-258-811 5070; fax: +0-258-811 5070.  
E-mail address: [mlkocaalan@pau.edu.tr](mailto:mlkocaalan@pau.edu.tr)

## 1. Introduction

People with disabilities, constituting approximately 10% of the world [600 million people] and about 12.29% of Turkey [910 thousand], are described as an important “social category” which is exposed to discriminatory/exclusionary attitudes and behaviors, especially in areas like education, employment, public services, transportation, communication, entertainment, recreation opportunities, organization and health services. In the course of history, at first, these people who are deprived of access to most basic rights, were considered as a “pathological” case consisting of second-class individuals who are in need of care-help and/or protection and who cannot survive on their own (Özgökçeler 2010). This approach gave way to “right-based movements” for people with disabilities, especially in 1950s and 60s, starting with developed countries like U.S.A. and U.K.

Integrating the handicapped into the society, rather than excluding them, is the most important issue of modern social policies. The community has important duties in making the handicapped a part of society, and working life through employment. The society has to found the system necessary for disabled people to be employed based on their skills and capabilities, to save them from living dependent on people around them or the state.

Employers’ lack of sufficient processes about employing disabled people, sometimes the disabled people’s lack of necessary skills and also prejudice among the society, employers, and non-disabled employees in workplaces have negative effects in the employment of the handicapped. False beliefs which imply that the handicapped don’t have adequate qualification; that they are not productive; that they can’t adapt to the workplace etc. makes the employment of people with disabilities difficult. Also, these prejudices cause the formation of discriminative behaviors against the handicapped.

Therefore, it is necessary to identify the jobs disabled people can do according to the state of their disabilities and the industries they can be effective. Also, it is necessary to determine the work sectors in which future employees with disabilities would be successful and to decide on processes according to their state of disability.

In the scope of this study, a café plan designed for individuals with Down’s syndrome was designed to be created and founded with the cooperation of academics from various disciplines.

Academics working in special education, psychological counseling and guidance, tourism-hotel management, business administration and finance-accounting departments of the university took part in creating processes related to the handicapped in their own professional fields. This project was created theoretically and is planned to be applied in Denizli.

## 2. The Systematic of Creation of Down Café for Individuals with Down’s Syndrome

### 2.1. Why the café concept?

Various business lines were examined for the issue of employing individuals with mental disabilities. Due to the limited manual dexterity of individuals with Down’s syndrome, to establish a good system in the planned workplace and to run that system intensively in the workplace was emphasized. In this way, the labor would not be so heavy while the project would remain profitable.

At the end of said examination, running a café was decided to be a not-so labor-intensive business line. A little attention in the preparation stage of the products and the careful and measured use of materials to improve product quality were considered as important factors in this business. Hence, measuring instruments and the quality of created products are very important in the planned system.

2.2. How will the teams be formed?

For this reason, a concept in which normal individuals would collaborate with mentally disabled individuals was designed in the “Down Café” themed project. Teaming every two handicapped employee with a highly skilled student was emphasized in this concept which was designed with “body” systematic. After forming two mentally handicapped + one student teams, the teams will be provided with necessary training for a coherent and harmonious collaboration, before they start to work. Through this study, including the family of the handicapped into this team is also planned. The family of the handicapped + the mentally disabled + student together, will realize mutual trust via interdependency.

Some competencies will be considered important to be present in the students when they are being chosen to take part in these teams. These students will be tried to be carefully selected from those who are socially active, knowledgeable about psychological guidance and counseling education, highly communicative, have manual dexterity, know administration techniques, can empathize and who are suitable for teamwork. Students in the evening education will be prioritized as they will work generally in daytime.

If the need arises, necessary infrastructure work will be done to enable these students to be with the handicapped and to spend time together. For instance, they will be provided the necessary circumstances to live together to see each other during daily activities, and especially, to understand each other better. In this stage, the families of the mentally disabled people will be part of the effort. The teams will have opportunities to participate in sports, go to cinema and to do other activities if necessary.

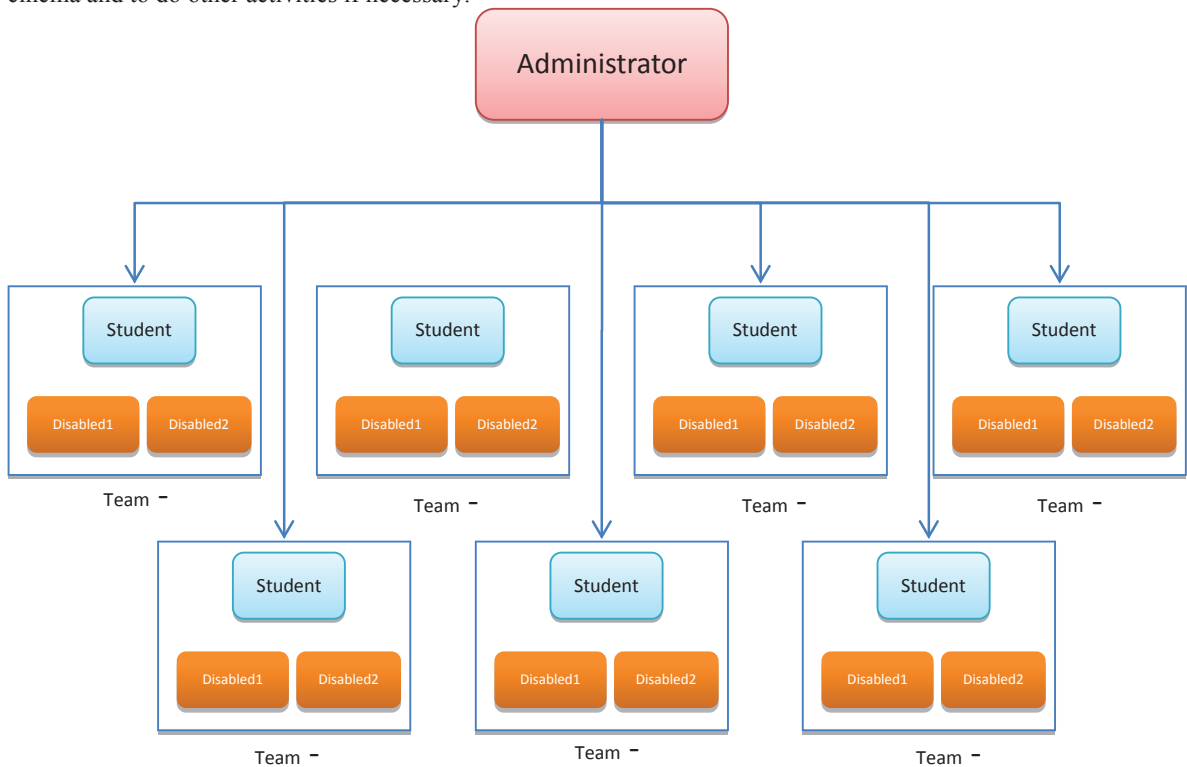


Fig 1. Organisation Chart of the Down Cafe

### 2.3. Educational Work

The project will totally consist of 22 people, 14 people with mild mental disabilities who will be specially trained and 8 normal individuals (preferably university students). A customer-oriented café format will be created within Denizli municipality limits in a place allocated by Denizli municipality. Prominent products of Denizli and Aegean region will be sold in this café format.

Mentally disabled individuals are planned to be employed in the serving and preparation of simple products. Due to this reason, modules for choosing and training suitable people will be formed by instructors working on special education in Pamukkale University, in order to train mentally disabled individuals.

1. First, criteria for choosing available mentally disabled individuals over 18 will be created. The selection process will be performed with scales developed by instructors from Psychological Guidance and Counseling, and Special Education departments of Pamukkale University.
2. Training modules will be formed:
  - a. Skill Teaching Module: General skill training will be provided about topics like preparing hot and cold beverages, preparing food, readying tables, serving, presentation, using equipment (coffee machine etc.) included in the workplace, services after serving, general cleaning of the workplace and hygiene.
  - b. Communication and Survival Skills Module: Skills about following etiquette in the workplace, skills of communicating with customers, cooperation with friends in the workplace, ability to commute to work with service vehicle, knowledge of safety rules in using service vehicle and in workplace, skills for effective use of time and problem solving will be acquired.
  - c. Foreign Language Teaching to Individuals with Mild Mental Disabilities: Individuals with mild mental disabilities can learn about 80-100 words in a foreign language. A limited knowledge of English will be taught to them in case they need to communicate with foreign tourists and foreign students.
  - d. Training of Normal Individuals who will Work with Individuals with Mild Mental Disabilities: A briefing will be performed on how normal individuals need to work with individuals with mild mental disabilities in the establishment.
  - e. Preparatory Work for Sheltered Workplace: Operations needed to be done to found the sheltered workplace will be planned, applied and key personnel on this subject will be trained.
3. Necessary infrastructure and equipment will be provided. A Turkish nomad tent will be set up and the sitting area will be designed for tourist. When necessary, apparatus for mentally disabled individuals can be used. For example, transport trays with glass slots will be used for serving hot products.
4. Marketing operations for the project will be performed. The awareness about the project will be raised by interview people around, especially, Pamukkale University and the planned destination for the project.

### 2.4. Overall Goals of the Project

Six overall goals are determined in the scope of this Project.

1. To socialize people with mental disabilities: The handicapped are planned to be transformed into individuals beneficial to society through working and serving people and they are planned to be socialized through blending with customers. So that, the disabled individuals will not be disadvantageous but will be living together with the society.
2. To employ individuals with mental disabilities: Mentally handicapped individuals are the most disadvantageous group in the society in terms of employment. They are least preferred individuals in businesses where normal individuals work, as their adaptation to work is slower. The operation of the business will be structured for the mentally disabled in this project.
3. Ensuring the Foundation of the First “Sheltered Workplace” in Denizli Region: To ensure the continuity of the operation, foundation of a sheltered workplace is anticipated in this project which will be implemented

in Denizli and will allow the handicapped to enter the business life. Necessary infrastructure works about this project will be realized and a sheltered workplace will be founded with the cooperation of ISKUR.

4. To contribute to Denizli's business life: People with disabilities need to have some superior aspects in order to compete with other enterprises in a free market economy. The planned business seems to be disadvantageous with regard to workforce when compared to competitor enterprises but it will develop into a condition to compete with other businesses in terms of prices with the help of EU grant and free space which will be allocated by Denizli Municipality.
5. The planned "Down Café" format will be the best example in Turkey: Other "Down Café" formats founded in Turkey will be studied and superior features of these places will be identified to adapt into the system while the business is being designed.
6. The planned organization will be endeavored to be the best example in the world: In the sustainability level of the project, a benchmarking study with the examples in the world will be performed and necessary work will be done with the system to make it the best "Down Café" format in the world.

### 2.5. *Specific Goals of the Project*

Six Specific Goals are Determined in the Scope of this Project.

1. To serve as a model for the unemployed who are able but not looking for work: Of the covert and specific aims of this project, the most important is to create an example for normal people who are unemployed and with a passive work life by setting a proper work environment for the handicapped. To motivate normal people in said situation, it is important to have this project succeed.
2. To allow mentally disable people to contribute to family budget: The handicapped usually live on assistance of the state and their families. Especially mentally handicapped ones can't find many employment chances. With this project, mentally disabled individuals are planned to have the sense of being beneficial to humanity and to increase their self-confidence. To allow them to contribute to family budget, monthly wages are planned to be paid regularly.
3. To allow mentally disabled individuals to contribute to economy: A business is planned to be founded according to the "Down Café" format that will be designed. The most important employees of this project will be the mentally handicapped and they will contribute to national economy. After the sheltered workplace status will have been procured, the business will reach a condition to pay taxes to the state.
4. What individuals with mental disabilities can do will be observed: Individuals with mental disabilities are not much sought after in the active labor force market. By means of the planned system, a center of attraction popular among people will be created. For this project, guidance was provided by professional academics. All training programs for the mentally disabled people will be coordinated by academics from Pamukkale University Faculty of Education Department of Special Education with the participation of academics specialized in Psychological Guiding and Counseling, Tourism-Hotel Management, Finance-Accounting and Business Administration, in order to design a system to ease the workload on mentally disabled individuals profoundly. What the handicapped can do when given the opportunity will be observed by problem-free running of the system.
5. To offer an unusual activity opportunity to the customers of the service: To provide a setting in which customers will feel comfortable by designing an extraordinary venue in café format in Denizli.
6. Promotion of Denizli region and local products: To create a place where local products present in Denizli region will be promoted. For this matter, companies doing business in Denizli will be cooperated with. For example, it will be possible to serve famous products like ice-cream semolina halva of Denizli. In addition to this, authentic products of Denizli and Aegean Region will be sold. The support of the families of the mentally disabled will be received in making these products. Families willing to produce will have to chance to specialize in certain products and produce these products continually. After the sale of these products a certain portion of the income will be delivered to the family of the handicapped to allow disabled individuals and their families to earn money out of this project and contribute to their family budget.

### 3. Methodology

#### 3.1. Research Goal

In this research, the systematic is discussed for the employability of the people with down syndrome. The work plan has been given and to be shown that how to set-up the down café. The unemployment rate for normal people as annually has been at 9.9 percent in 2014 in Turkey (TurkStat). If there exist a suitable system for disable people, They can work as employers in the labor market. The café format is the most suitable sector for people with down syndrome. Because, down syndrome people need to live in social environment. Besides, they are very successful in the simple jobs. For this reason; this format is the most suitable to work with normal people and disable people together.

### 4. Conclusion

Disabled individuals are one of the biggest minorities of the society. These people have lots of problems in both public and private spheres due to their disabilities. Their main problems are exclusion from community, discrimination and prejudices.

It is necessary to create activities to integrate individuals with Down's syndrome to society, to have them gain the sense of serving for the good of the community, to develop the idea that the handicapped can also do beneficial and value-added work for the society. It will be realized with the Smiling Faces project, by creating job opportunities for the mentally handicapped who have the most difficulties in employment. Therefore, to enable disabled people produce most efficiently, it is essential to analyze their status of disability and to identify on which line of work individuals with special disabilities can gain supremacy. To this end, a Down café is decided to be established in Denizli at the end of May 2015 to allow individuals with Down's syndrome to take part in the employment market.

Although there are some similar studies and case studies about disable people in labor market such as, Neale M. & Argyrous G. (2003), Kumin L. & Schoenbrodt (2015) and Gökbay İ.Z., Ergen A, Özdemir N., (2011), the people with down syndrome in labor market case studies have been not to much at all.

With the foundation of this concept, the employment of the individuals with Down's syndrome will be rendered possible in Denizli at first, then with the franchising system to be set up for this concept, Smiling Faces project is planned to be extended to around of Turkey firstly and after her to E.U. countries and other of the world.

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