FACULTY OF BUSINESS ADMINISTRATION

Project Fair and Competition

09 January 2024
PROJECT FAIR - COMPETITION

DATE:
09 January, 2024

LOCATION:
C Block Amphi

ADDRESS:
Faculty of Administrative,
Economic and Social Sciences (FEASS)
C Block Amphi

PROGRAM:
13:00 - 14:00 Registration-Poster Presentations
14:00 - 14:20 Opening Speeches
14:20 - 15:20 Project Presentations
15:20 – 15:30 Break
15:30 - 15:50 Mini Concert
15:50 - 16:00 Break
16:00 - 16:30 Award Ceremony
FBA – INDUSTRY COLLABORATIONS
ORGANIZATIONS
Teksan Generator, a well-known Turkish company established in 1994, has gained recognition for its high-quality generators, reaching over 130 countries. Despite entering the German market in 2005, Teksan faced challenges in maintaining a consistent buyer base, mainly attributed to intense competition from rivals like Kohler and Himoinsa. Analysis revealed a mispositioning strategy, emphasizing high quality at a premium price, contrary to the market positioning as high-quality and affordable products. To enhance its market share in Germany, Teksan can implement three key strategies: boost external promotion and distribution through strategic alliances with distributors, internally increase efforts such as participation in trade shows, partnership with EPC contractors and fostering customer relations, and gain a competitive advantage by reducing prices. Recognizing the intense competition and the growing demand for sustainability, Teksan needs improvement on sustainability trends. Recommendations for sustainability involve promoting environmentally friendly products, improving waste management, advocating gender equality, etc. These multifaceted approaches aim to secure Teksan's position in the highly competitive German generator industry, ensuring growth and resilience in the face of challenges.
Dereköy Cooperative, an olive oil producer from Muğla, faces multiple challenges including lack of brand awareness and insufficient sales numbers. We examined possible roadmaps through various analyses and methods regarding the marketing strategies to overcome these problems. Micro and macro environmental research, Porter’s Five Forces, SWOT analysis that we conducted, guided us through the problem analysis phase and helped us identify the root causes of these problems. For their olive oil brand, we conducted competitor analysis and focused on identifying target segments to reach out to the right customers and develop the sales numbers accordingly, as we wanted to focus on B2C selling. Our proposal is to sell the olive oil at a higher price to attain a niche position, differentiating the brand with its quality. We worked on a roadmap to add brand value to the cooperative and the brand itself, through renewing the website, optimizing their social media usage. We investigated the most efficient channels to promote the brand and create the best marketing strategy, generated new ideas to collaborate with wellness centers, restaurants and even with influencers in the region. In order to create this marketing program, both domestic and international competitors were examined carefully, shortcomings of the cooperative were identified, and variety of recommendations were provided with their rationales, pros and cons explained. With the support of YK Energy and Dereköy Cooperative, the implementation of the marketing plan we developed will increase the brand awareness, generate sales and the local area will be supported economically.
Wolves of Tepe

Zonguldak Chamber of Commercial and Industry, Marketing Problem

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In Çaycuma, Zonguldak, 15 greenhouse facilities were established where around 1000 people will be employed. The objective of this project of the Zonguldak Chamber of Commerce and Industry (ZTSO) is to produce tomatoes and tomato-derivative products such as ketchup, sauce, paste, etc., through the usage soilless agriculture methods and export them primarily to countries that have shoreline on the Black Sea, leveraging the locational advantage of Zonguldak and capitalising on the supply deficit caused by Russia-Ukraine conflict. To this end, our group analyzed data from Black Sea countries like Russia, Ukraine, Romania and Bulgaria to determine the optimal export destination. Data of domestic tomato production, tomato trade of respective countries with Turkey, tomato consumption, and other relevant information were analyzed. Our first choice of foreign market was Ukraine. As much as the conflict has left them with a considerable supply deficit in terms of agricultural goods and fresh vegetables. However, due to high degree of uncertainty and the threat of disruption in the supply lines we judged Ukrainian market to be too volatile for ZTSO's expansion. Our second choice was Russia. Considering the historical trade ties and increasing quotas, Russia seemed to be a good option for expansion. However, their efforts to increase domestic greenhouse production and to decrease reliance on exports, Russia may pose as an uncertain and ambiguous market for expansion. Our third choice was Bulgaria. Even though the domestic tomato production and close proximity of Bulgaria makes it an attractive market, we concluded that choosing its neighbour Romania instead of Bulgaria would be a better option given tomato consumption level in Romania. Our fourth choice was Romania. Romanian demand for tomatoes is at all time high. Tomato price in Romania is also all time high. For the last decade, we have observed that Romania imports more and exports less, a clear sign of unmet demand. As a result, we determined Romania as the most suitable foreign expansion target market. Following this, we crafted a marketing plan based around establishing brand presence in the target market in terms of establishing a story associated with ZTSO's products. Our marketing plan emphasized the Turkish heritage of its product line. Since fresh vegetables that are grown in Turkey occupy a great chunk of Romanian imports we believe the native population will have an easier time adopting and accepting ZTSO's product line. In this regard, our solution strongly advises the marketing team to capitalize on the familiarity of the products. In addition, partnerships with local grocery stores, pizza parlours and other restaurants will give the ZTSO an edge in market penetration. Lastly, utilising social media marketing, rigorous online advertising in addition to the traditional marketing methods will give the ZTSO an advantage. Extensive government grants during the production process, the availability of raw inputs and the favourable situation forecasted by the target market will allow ZTSO's investment to pay itself back in under six years.
Küresel Tedarik A.Ş. as a medium size firm, has been dealing with a high blue-collar employee turnover rate due to factors like low salaries and poor employee engagement based upon our surveys and interviews, which clearly endanger the survival of the company in the market. After careful, quantitative and qualitative analyses including in-field studies, SWOT and Porters' 5 Forces, mass literature reviews, and cause detection works, 3 main solutions are proposed, which could naturally be mixed for a hybrid solution at company's discretion. First, employing a Business Re-Engineering Approach, the firm could decrease its dependence upon the employees which could remove the problem to some extent and to do so, a new cloud system and warehouse design are added, overall which hints an IRR of 62.09% and MIRR of 62.02%. Second, a Downsizing is recommended as the strategy is carefully planned in a scenario analysis on the ground that instead of decreasing the turnover rate, the company might prefer lowering the work load to find the balance between the works to do and the number of employees. Nonetheless, while expanding after the downsize, the firm must be capable of bearing a loss around TL 78 million, which is possible through the profitability and banking credits. Third, a new HR Departmentalization with its new policies is proposed as the optimal solution because based upon our studies in the first report, the high turnover rate is caused by some problems regarding HR policies: To reduce turnover rates and enhance employee engagement, several key HR policies are recommended. These policies include implementing a proactive labor selection process, considering factors such as age, seniority marital status, and work-home distance when hiring employees, establishing a robust feedback mechanism, introducing job scorecards to objectively track performance, and creating a hierarchical structure based on seniority and experience. These policies are designed to improve recruitment processes, enhance employee satisfaction, and foster a sense of belonging and motivation within the workforce. While all of the solutions are of a scientific and reasonable study, as we have just highlighted, it is possible to mix these solutions for a hybrid solution set at company's discretion.
In response to the accelerating shift towards electric mobility, Kolen, a distinguished electricity provider, envisions a strategic foray into the electric vehicle charging stations industry. However, the company seeks an optimal strategy whether to enter or how to enter this market in the most efficient way possible. Thus, this project outlines a comprehensive approach, centered on a groundbreaking platform that empowers customers to seamlessly integrate their electricity consumption with electric vehicle charging. Kolen's primary strategy involves the creation of a cutting-edge platform and is divided into three phases. In phase 1, Kolen proposes a household-centric platform to optimize energy usage, enhance user experience, and facilitate a sustainable transition to electric vehicles, leveraging smart grid technologies. In phase 2, Kolen plans to expand its subscriber base by integrating shopping malls into its household platform, enhancing accessibility to charging stations, and meeting rising demand for electric vehicle infrastructure. In phase 3, Kolen introduces a Yemeksepeti style platform for industry integration, integrating charging station companies for seamless access, reservations, and transactions, generating income through commission deductions during payments. Furthermore, the first alternative solution proposes the establishment of housing estate charging stations to meet the increasing demand for charging infrastructure in residential areas. The second alternative solution suggests partnering with major retail entities like MIGROS to strategically deploy charging stations in shopping centers, leveraging high footfall for electric vehicle owners and creating a comprehensive charging network. These solutions collectively position Kolen as an industry leader, addressing the multifaceted needs of electric vehicle users while capitalizing on emerging opportunities in the electric vehicle charging market. By adopting these strategic initiatives, Kolen not only reinforces its commitment to sustainability but also actively contributes to the widespread adoption of electric vehicles, marking a significant milestone in the company's evolution within the energy sector.
Established in 1978, "Yüksel Proje" is a leading Turkish construction and engineering company renowned for its expertise in engineering, design, and consulting. With a history spanning several decades, the company has significantly impacted both national and international scales, actively participating in numerous large-scale infrastructure projects. Their successful ventures extend to over 30 countries, highlighting a global commitment to excellence. The company, with over 1000 employees, faces challenges due to its traditional organizational structure. In addition to a lack of communication between departments, the limited number of managerial positions, often held by young managers, hinders effective career planning for new employees. Consequently, this impedes motivation among employees, leading to a desire to leave the company. Furthermore, the traditional structure prevents employees from participating in other projects, hindering their professional development and preventing the company from maximizing employee productivity. The report has been prepared to propose a solution to address the challenges faced by the company through a transition from the traditional organizational structure to a project-based management system. The plan envisions establishing a more efficient project management system by leveraging technology. According to this system, the company will form moreautonomous groups for each project which is led by a leader and contains primary and secondary members. This approach aims to minimize communication issues while simultaneously encouraging employees to take on diverse roles in various projects that support their career development.
This comprehensive business analysis delves into the intricacies faced by Spot212 in the FinTech sector, presenting a nuanced strategy for sustainable growth. Short-term initiatives involve strategic collaborations with universities, the implementation of an ambassador system, enhancements to the onboarding experience, and partnerships with social solidarity projects. Long-term solutions encompass the augmentation of the network effect, the establishment of a continuous feedback loop, the incorporation of gamification, and initiatives aligned with Sustainable Development Goal 5, particularly the Women in Finance program. Concurrently, the project proposes marketing strategies, embracing both traditional and influencer marketing, to expedite Spot212’s user base expansion. Sustainability practices, such as the integration of a green investment option and social media campaigns, underscore Spot212’s commitment to a socially responsible future. The adoption of revenue generation methods, including strategic partnerships and affiliate marketing, enhances Spot212’s financial sustainability. By emphasizing transparency in reporting, Spot212 ensures open communication about its sustainability commitments. This holistic approach positions Spot212 to thrive in the competitive FinTech landscape, addressing immediate concerns and laying the groundwork for sustained success. With a focus on financial literacy, gender equality, and impactful partnerships, Spot212 emerges as a forward-thinking player in the evolving FinTech industry, ready to navigate challenges and seize opportunities for long-term growth.
FBA – INDUSTRY COLLABORATIONS
ORGANIZATIONS ON 2023/2024 FALL SEMESTER

KÜRESEL
TEDARİK ZİNCİRİ

YÜKSEŁ
PROJE

YENİKÖY KEMERKÖY
Yerli Kaynak Güçlü Enerji

TEKSAN

KOLEN
Dünya'nın Enerjisi

Spot212

Zonguldak Ticaret ve Sanayi Odası
1919
We would like to express our gratitude to

Ceren Aydoğmuş,

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