



# FACULTY OF BUSINESS ADMINISTRATION

## Project Fair and Competition

06 June 2024



Ihsan Doğramacı



Bilkent University



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## Faculty of Business Administration

### PROJECT FAIR - COMPETITION

**DATE :**

06 June, 2024

**LOCATION:**

Mithat Çoruh Amphi

**ADRESS :**

EB Building  
Mithat Çoruh Amphi

**PROGRAM :**

12:00 - 13:00 Registration-Poster Presentations  
13:00 - 13:20 Opening Speeches  
13:20 - 14:20 Project Presentations  
14:20 - 14:30 Break  
14:30 - 15:30 Project Presentations  
15:30 - 16:00 Jury Deliberation Period  
16:00 - 16:30 Award Ceremony



FBA – INDUSTRY COLLABORATIONS  
SPONSOR COMPANIES IN THE 2023/2024 SPRING SEMESTER



YENİKÖYKEMERKÖY  
Yerli Kaynak Güçlü Enerji





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### The Sharks

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#### Gama Energy, International Business Case

Melisa Mazman  
Malika Sarsenkulova  
Nihan Öner  
Zeynep Gündoğan  
Eda Sıla Ekici

Course Instructor: Yasemin Limon  
Academic Advisor: Atilla Onuklu

GAMA Enerji, a prominent player in the energy sector, faces the challenge of achieving sustainable growth through international expansion in renewable energy. Despite its established market position, GAMA Enerji must navigate the complexities of entering new markets, ensuring technological suitability, geopolitical stability, and alignment with its net-zero agenda. Initial analyses revealed that wind and hydropower are the most viable technologies for expansion, while solar and geothermal were deemed less suitable due to market saturation and seismic risks, respectively. Following this technology definition, a three-part in-depth analysis using tools such as Python, Analytical Hierarchy Process, Pareto Principle, and various indexes and studies was conducted to select the optimal countries for investment. Through this rigorous selection process, Croatia and Finland emerged as prime candidates. A five forces analysis indicated that the best market entry would be Croatia, utilizing floating wind power technologies. To enhance its market presence, GAMA Enerji should consider a joint venture with the successful European player INA to advance this project. Additionally, advancing its sustainability agenda by exploring the emerging hydro fuel industry and promoting corporate social responsibility will be crucial. These multifaceted strategies aim to secure GAMA Enerji's growth and resilience in the competitive global energy landscape, ensuring long-term success and sustainability.



### S.O.S.TAIN

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#### Teksan Generator, Marketing Case

Aida Aliyeva  
Esila Berayhan Biçkici  
Doğan Koç  
Ali Takmaklı  
Yaren Virlan

Course Instructor: Yasemin Limon  
Academic Advisor: Özgür Tolga Baycan

Teksan Generator, a well-known Turkish company established in 1994, has gained recognition for its high-quality generators, reaching over 130 countries. Leveraging its strong presence and expertise in the generator market, Teksan is now expanding its portfolio to include portable power stations. Despite its established reputation and dominance in the generator sector, the company acknowledges the importance of adapting to emerging market trends. As it enters the portable power stations market, Teksan faces the challenge of establishing itself in a new and evolving industry. To address this, strategic initiatives have been proposed to enhance market and product awareness. These initiatives include the development of a user-friendly B2C website, the creation of a mobile application to optimize product usage, the establishment of a brand community named "GO TEKSAN," and the utilization of affiliate marketing. Additionally, recognizing the intense competition and the growing demand for sustainability, Teksan aims to increase its market share. Recommendations for sustainability involve promoting environmentally friendly products, improving waste management, advocating gender equality, and other related initiatives. Through these measures, Teksan seeks to not only establish a foothold in the portable power stations market but also to expand its market share, solidifying its position as a key player in the broader power solutions industry.



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### Unbalanced Sheet

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D-Option, Marketing Strategy Case

Anıl Akkızıođlu  
Bengi Su Es  
Ceren Avcı  
Mehmet Göktođ Işık  
Zeynep Girgin

Course Instructor: Ceren Aydođmuş

D-Option, a major SEO services provider established in 2021, has difficulty increasing brand awareness among its two target segments: SMEs with no prior experience in SEO processes and large organizations with experience in SEO services. The Unbalanced Sheet Group at Bilkent University recommends ways to improve D-Option's market visibility. Internally, the emphasis is on increasing operational effectiveness through changes in organizational structure, website optimization, and email campaigns. Externally, strategic marketing campaigns, such as social media and performance marketing, and attending external events for further networking opportunities seek to increase market reach and visibility. Furthermore, the concept emphasizes sustainability by including the UN Sustainable Development Goals and responsible digital activities. These initiatives will assist D-Option in overcoming hurdles, strengthening its market position, and promoting long-term growth while maintaining corporate responsibility and increasing its brand awareness.



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### Kep Stoners

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#### Kolen Energy, Market Penetration Case

Aslı Bingöl  
Ece Ceren Baru  
Elif Adıgüzel  
Emre Aygar  
İrem Gürbüz  
Tuğrul Mert Madenci

Course Instructor: Gözde Sungu Esen  
Academic Advisor: R. Serdar Kurdođlu

KOLEN, a subsidiary of Kolođlu Holding, is engaged in electricity trading, wholesale, and retail sales within the energy sector. Previous deliberations regarding entry into the electric vehicle (EV) charging station domain were postponed due to operational exigencies and regulatory considerations. However, renewed interest has prompted the company to reconsider this strategic pursuit. In the first phase of the project, we conducted examinations that form the basis of this phase, such as analyzing industry dynamics and scanning the company's resources and strengths while stressing the weaknesses and possible threats that may arise. We developed a solution structure tailored to the company's needs. The proposed solution aims to introduce a loyalty program that includes a MIGROS partnership and a "Free Charge" campaign; both are unprecedented in the industry. Additionally, contactless/QR payment functionalities will be offered in a mobile application specifically tailored for the charging stations positioned along highways on the routes that attract the most traffic in Turkey.





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### United Minds

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#### Nüve, Marketing Case

Defne Ceran  
Göksu Göncü  
Ecem Atalık  
Ece Baran  
Yusuf Yurtseven

Course Instructor: Ceren Aydoğmuş  
Academic Advisor: Süheyla Özyıldırım

Nüve, a major Turkish company founded in 1968, is widely recognized for its exceptional sterilizing and laboratory equipment, catering to more than 106 countries. Nüve encounters difficulties in improving consumer happiness and loyalty because of irregular purchasing patterns, intricate procurement procedures, and fierce competition, despite its worldwide presence. An examination uncovered a deficiency in customer feedback methods and excessive dependence on a dealer network. In order to enhance its market position, Nüve can adopt three essential strategies: firstly, by implementing the Nüve Elite Loyalty Program to augment customer engagement and facilitate the collection of feedback; secondly, by standardizing distributor quality through the implementation of benchmarking and training programs; and finally, by fostering stronger engagement with intermediaries through regular strategy meetings and the provision of performance incentives. In response to the increasing need for sustainability, Nüve must also implement ecologically conscious measures, such as utilizing energy-efficient technologies and optimizing material utilization. These versatile strategies strive to establish Nüve's place in the competitive market of sterilizing and laboratory equipment, guaranteeing expansion and durability in the face of obstacles.



### Belsiness Admins

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#### Yeniköy Kemerköy Energy, Marketing Case

Emirhan Asilsoy  
İmre Baran  
Oğuzhan Gülrenk  
Aslı Zeynep Özdemir  
Naz Irmak Özgöz

Course Instructor: Gözde Sungu Esen  
Academic Advisor: Ahmet Ekici

Yeniköy Kemerköy Energy is one of the pioneer energy producer in Turkey' in Muğla province since 1986. The firm is actively involved in sustainable practices, with a focus on social and environmental responsibility. This report presents a comprehensive analysis and a road map outlining how can Yeniköy Kemerköy Energy engage women residing in the Muğla/ Milas zone effectively, encompassing villagers to collectively drive economic development in line with the goal of sustainable cities and communities, specifically through the revitalization of the Milas Carpet. Although Milas Carpet was actively produced by local people especially by the women in the past, the lack of a suitable market for products ceased the production. Skilled carpet weavers and traditional production methods are gradually fading away. The aim of this study is to encourage women to resume production by designing an initiation phase plan and suitable marketing strategy considering the environmental factors, competitors, and the dynamics of the industry. The initiation stage involves establishing a cooperative and starting production as early as possible. As a marketing strategy, in the short-term, focusing on the domestic corporate clients while creating a strong digital presence is vital. The mid- and long-term plans cover, partnerships with existing carpet retailers/resellers, travel agencies and hotels which allows for addressing individual customers in domestic and international markets.



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Innov8

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Jotform, Market Penetration Deficiency Case

Gökay Akın  
Lal Demir  
Kemal Eren Şerbetçi  
Mehveş İrem İçinsel  
Ayşe Keskin  
Selen Aytaç

Course Instructor: Yasemin Limon  
Academic Advisor: Zeynep Önder

Jotform, a well-known form-builder platform in the Software as a Service (SaaS) industry, was established in 2006 and is trusted by over 10 million users worldwide. The company faces a challenge with the underperformance of its Enterprise membership sales compared to its Bronze, Silver, and Gold (BSG) plans. Analysis reveals that customers perceive the Enterprise plan as overpriced, which deters upgrades despite its advanced features such as limitless usage, numerous integrations, and essential add-ons for organizations. To address this issue, Jotform can implement two strategic solutions. First, the development of an intermediary product, Enterprise Lite, which offers the core features of the Enterprise plan at a more affordable price with scalable options. Second, the creation of a specialized product targeting key market segments such as healthcare, government, non-profits, and education. To bridge the sales gap between the individual and Enterprise plans, Jotform should prioritize the intermediary product, Enterprise Lite. This approach will enhance market penetration and drive Enterprise plan sales, leveraging Jotform's existing "Land and Expand" strategy.



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### Final Countdown

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Unilever Food Solutions, Digital Marketing Case

Elif Anık  
Göksu Gürson  
Alp Eray Özyalçın  
Kerem Özçam  
Okan Yıldırım

Course Instructor: Yasemin Limon  
Academic Advisor: Fehmi Tanrısever

Unilever Food Solutions (UFS) is a company that primarily sells food products targeted at chefs and restaurants, with the majority of its sales made through distributors. Having successfully digitized its direct-to-consumer sales, Unilever aims to replicate this success in UFS's business-to-business sales. The goal of this project is to direct businesses, which have different consumer behaviors compared to individual consumers, to UFS's own digital platform (Webshop). Two surveys conducted with the target audience identified the needs and desires of these businesses, revealing that involving distributors in the digitalization process is a necessity. To increase the visibility of Webshop and shift businesses' purchasing behaviors to digital, four solutions have been identified: establishing an AI-assisted WhatsApp order line for businesses, integrating an interface in Webshop for active distributor use and order automation, offering discounts instead of product promotions based on business preferences, and collaborating with university gastronomy departments to create a regular user base of Webshop among gastronomy students in the future.



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Group M5

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Meteksan Savunma, Marketing Strategy Case

Aras Tuna Öz  
Onur Takım  
Mertay Karakaş  
Ahmet Uçurum  
Can Sultanoğlu

Course Instructor: Ceren Aydoğmuş  
Academic Advisor: Lale Gümüşlüoğlu

In today's interconnected and technologically advanced environment, Meteksan Savunma's strategic entry into the European UAV subsystems market involves a comprehensive approach that addresses both innovation and market demands. This strategy leverages newest technology and incorporates environmentally responsible practices, ensuring a successful and impactful market entry. Key solutions include the Development of the Sales and Marketing Activities, which offers tailored technologies to meet specific client needs, a strategic presence at major European defense expos and participation in NATO drills to showcase technological capabilities and foster industry relationships. Additionally, the plan for international expansion focuses on integrating into existing European innovation ecosystems and forming strategic partnerships, enhancing Meteksan Savunma's market penetration and positioning the company as a leader in defense technologies. This multifaceted approach sets a new standard for engagement and customer satisfaction in the defense sector, driving Meteksan Savunma's growth and sustainability in the European market.



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Pink Orange

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BE Advise, Startup Consulting Case

Ozan Yıldırım  
Kerem Pektaş  
Ege Arslan  
Uswah Eeman  
Ardelan Akdağ

Course Instructor: Gzde Sungu Esen  
Academic Advisor: Tolga Demir

BE Advise, established in 2022, is a consulting company that acts as a bridge between startups and multinational investors. They provide different services to both investors and startups to navigate the complexities of the investment realm and to create synergies where both startups and investors can cooperate. In the core of these provided services, to determine profitable investment opportunities, Be Advise assists their clients by measuring the startup value at any stage, i.e., early stage, mature stage, etc. However, hindrances may arise in analyzing the correct valuation since startups lack important financial metrics such as cash flows and growth rate. Valuation also depends on the industry and the environment startups operate. Incorrect assumptions of environmental or industry-level factors might lead to incorrect valuations for clients. In this project, we aim to find a sustainable way for startup valuation by using AI technology which considers the fluctuations in valuations occurring from environmental and macro-level factors like COVID or a new trend in the sector. In an attempt to resolve this issue, we consider the latest iteration of Open AI's ChatGPT Finance Module, the GPT-4, as the AI technology. Specifically, we try to achieve correct valuation results in three financial methods, discounted cash flows, venture capital, and time revenue methods, by training the GPT-4 module with loads of instructions and references. The test results indicate that the trained GPT-4 module successfully differentiates valuation methods, and understands accounting principles, and financial statements. Additionally, it can analyze a startup's financial health, considering its funding stage and current market trends. It can also process data from Excel files, images, and web pages to provide financial insights and visualizations. It leverages information from the already-fed financial resources and websites to stay updated and deliver accurate results.



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The Last Dance

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Flormar Cosmetics, Marketing Case

Esra Atlı  
Utku Cantürk  
Can Uçak  
Lara Ercan  
Merve Sarı  
Baran Oran

Course Instructor: Yasemin Limon  
Academic Advisor: Onur Osmanoğlu

Flormar, a color cosmetics company founded in Milano, Italy, in 1950, moved its operations to Istanbul in 1970 and became part of Group Rocher in 2012. With over 100,000 points of sale in more than 80 countries, Flormar has been dynamically growing in retail. Flormar aims to attract Gen-Z to its physical stores, seeking suggestions to effectively engage this demographic and overcome the challenge. A comprehensive solution package has been prepared to leverage their stores and create a unique brand experience. This package includes suggestions ranging from social media communication to events and festivals. These can be summarized as follows: utilizing social media to highlight store-exclusive products and vegan ingredients, partnering with Momo Beach for makeup stands and participating in university festivals to engage with Gen-Z, organizing an interactive "Color Generator Day" store event to provide customized product opportunities, and implementing a "2 Color Bag" system to allow customers to express their interest in consultations. Also, although vegan collections and in-store sustainability initiatives exist, Flormar must improve its sustainability awareness communication. With all these arrangements, our goal is to solidify Flormar's position in the market and encourage Gen Z to visit the store.



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### Breaking Cap

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#### Erpilic Tavuk, Marketing Case

Burcu Cebeci  
Nigar Gaziyeva  
Ersan Egemen Kakaç  
Manal Mazdaoui  
Tunahan Öztürk  
Can Şenormanlılar

Course Instructor: Gözde Sungu Esen  
Academic Advisor: Banu Sultanoğlu

Erpilic, established in 1969, has a strong position in the poultry products sector due to its wide product range and powerful production capacity. Erpilic divides the quality of all its products into two: A-quality and B-quality. Each product has different quality conditions, and products that pass these conditions without any problems are marked as A-quality, while defective ones are marked as B-quality. The product we will work on in our project is B-quality drumsticks. The reason why these are called B-quality is that they have problems such as noticeable discoloration, breakage, and diameters falling below standard size expectations. At the same time, for this reason, the demand for B-quality products is less than that for A-quality products, which causes an increase in stock. In response to Erpilic's challenge of excess inventory of B-quality drumsticks, this project outlines potential solutions and recommends a strategic approach to address the problem. After thorough analysis and weighing the pros and cons of various solution alternatives, introducing fried chicken drumsticks as a newly developed product where drumsticks have never been used in the further processed product portfolio stands out as a highly strategic move. This initiative will position Erpilic as the pioneering chicken company in Turkey to offer such a product. The project further outlines the budgeting, scheduling, and action plan required for successfully marketing the product, including social media marketing, the bundling strategy, and the market tasting test that was already conducted with the presence of our team and company members.





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### Deadliners

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#### Quick China, Expansion and Attract New Customers Case

Tuđçe Bozerkek  
Ozan Arda am  
Ahmet Emre z  
Mert Uygunlar  
Can Arda Turan  
Ezgi Bien

Course Instructor: Ceren Aydođmuş  
Academic Advisor: Canberk cel

Quick China's expansion within the Turkish market presents a complex challenge, with deeply rooted cultural biases and misconceptions hindering its path. To overcome this obstacle, Quick China must deploy a multifaceted strategy that not only addresses these biases but also resonates with the preferences of the 30+ age group, known for their discerning taste and appreciation for quality dining experiences. A key component of Quick China's strategy should be to leverage the reach and influence of social media platforms popular among the 30+ age group, such as Facebook and Instagram. Through targeted and engaging content, Quick China can enhance its brand visibility and connect with potential customers on a personal level. Additionally, personalized email newsletters and exclusive events tailored to this demographic can further strengthen customer engagement and loyalty, fostering a sense of belonging and affinity towards the brand. Quick China must also focus on building strategic alliances and partnerships within the Turkish market to enhance its credibility and reach. By collaborating with local influencers, organizations, and community groups, Quick China can gain valuable insights into the preferences and behaviors of its target audience, enabling it to tailor its offerings and marketing efforts more effectively. Additionally, expansion into new branches in major markets such as Antalya and Istanbul will ensure increased customer reach and brand recognition within the Turkish market.



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### Mission Possible

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#### Tepe İnşaat, Business Strategy Case

Ahmet Burak Aksu  
Emre Ünlü  
Burcu Özden  
İrem Öncel  
Gülin Saygılı  
Efe Ergincan

Course Instructor: Yasemin Limon  
Academic Advisor: Emre Berk

Tepe İnşaat is a Turkish construction company known for its extensive experience, strong reputation, and focus on high-quality projects, but Tepe İnşaat faces the problem of diversifying its investment portfolio in order to reduce risks arising from economic fluctuations, operational blindness and excessive concentration on similar projects. To address this problem Product and Service Development strategy was chosen as the most suitable strategy, leveraging the company's strengths in the field of green building to innovate and expand its offerings in sustainable and thematic housing. This approach not only meets the growing demand for environmentally friendly living solutions but also positions Tepe İnşaat as a pioneer in Türkiye's affordable, sustainable real estate. The aim is to attract the attention of a wider demographic while ensuring environmental and economic sustainability. To implement this strategy effectively, Tepe İnşaat will establish a new strategic business unit specifically dedicated to supporting and advancing this initiative.



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### Toon Squad

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#### Nüve, Market Research Case

Nihat Başođlu  
Musa Maraşlı  
Elif Tuana Şıpal  
Jaeyeong Lim  
Jiyun Lee

Course Instructor: Ceren Aydođmuş  
Academic Advisor: Ahmet Şensoy

NÜVE was founded in 1968, and today, the company is recognized as a cornerstone in the field of laboratory and sterilization equipment, and they operate in more than 100 countries, including China, Germany, and France. NÜVE is set to enhance its market presence in the Turkish defense industry by strategically identifying secondary contractors for its "ID 301" climatic test cabinet through a comprehensive market research strategy. Faced with challenges such as limited market penetration and intense competition, NÜVE's approach involves a meticulously designed three-phase market research model. Initially, the company will collect data from existing primary contractors to develop detailed profiles, capturing essential attributes and satisfaction levels. The second phase focuses on identifying potential subcontractors through detailed secondary research, followed by a selective survey-based elimination process. The final phase intensifies this effort with a detailed evaluation survey to assess the specific needs and compatibility of remaining subcontractors. A critical component of this phase is the strategic juxtaposition of new subcontractor data against profiles from phase one, enabling precise matching with primary contractor profiles. This approach ensures that NÜVE effectively expands its customer base, targeting subcontractors that align well with the characteristics of satisfied existing customers, thus promoting substantial growth and market diversification.



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### The 6 Musketeers

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Loop Games, HR Strategy Case

Muhammad Zain Abbas  
Qandeel Ijaz  
Zalan Khan  
Abdula Nafae  
Yerzhan Kenes  
Mahmoud El Kassem

Course Instructor: Yasemin Limon  
Academic Advisor: Aydın Örsan Öрге

Loop Games, established in 2019 in Ankara, Turkey, emerged onto the gaming scene with a mission to create enjoyable and relaxing games for people all around the world, having high-quality and unique content as the two main drivers. The growth of the gaming industry is posing a challenging situation for Loop Games regarding talent retention and workforce expansion. This boom has brought a rush of venture capital funding, and consequently, people are being motivated to either find their own gaming companies or join newly funded gaming companies, which offer more competitive salary packages. After a thorough analysis of the problem and working on it comprehensively, our team suggests Loop Games to implement some key strategies starting with sponsoring hackathons at top universities to recruit new talent and integrating these recruits through a mentorship program where experienced employees guide newcomers, ensuring cultural and skill alignment. Additionally, it recommends establishing an HR department to enhance talent management and employee engagement, along with implementing performance-based bonuses to maintain motivation and align individual achievements with organizational goals. Sponsoring Hackathons and Mentorship programs are meant to address the talent acquisition and growth problem and the establishment of an HR Department, and Performance-based Bonuses can tackle the talent retention problem.



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Karnaval

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KMT, Marketing Case

Eda Başak Ekmen  
Gökçe Nur Yıldırım  
Metehan Aytaç  
Ahmet Kutay Salkım  
Efe Önder Özokumuşođlu

Course Instructor: Ceren Aydođmuş  
Academic Advisor: Ayşe Başak Tanyeri

Founded in 1959 and rebranded as KMT Distribution in 1998, KMT (Key Materials for Tops) is a distinguished supplier in the roofing materials industry currently facing the challenge of extending its brand recognition from physical stores to its online platform. To enhance its website visibility, KMT can implement several strategic measures: integrating a Craftsmen Feature to connect customers with skilled professionals for product application, thereby increasing customer satisfaction and sales potential; participating in construction fairs to boost brand visibility and engage with a global audience; and introducing an AI-based house visualization tool to allow customers to personalize their home exteriors, thus providing an engaging shopping experience. By adopting these solutions, KMT can enhance its digital presence, strengthen customer relationships, and leverage innovative technology to distinguish itself from competitors. A meticulously planned implementation schedule and budget will ensure effective execution and continuous improvement, securing KMT's long-term success in the digital marketplace.



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Veterans of Management

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Yücelen, HR Performance Evaluation Case

Alp Pehlivan  
Buđra Sergek  
Egem Korkmaz  
İsmihan Alara Ardıç  
Sarp Pehlivan  
Tahir Kantarcı

Course Instructor: Gözde Sungu Esen  
Academic Advisor: Zahide Aygün Karakitapođlu

This project presents a comprehensive analysis of Yücelen A.Ş.'s performance evaluation system for blue-collar employees, highlighting the need for improvement in its current framework. Established in 1972 and evolving under the leadership of Hakan Yücelen into a diverse conglomerate, Yücelen A.Ş. has a strong presence in industries such as distribution, construction, and food and beverage. The primary concerns with the performance evaluation system revolve around ambiguities and inconsistencies that impact employee morale and operational efficiency. By proposing the adoption of Behaviorally Anchored Rating Scales (BARS), the project aims to enhance clarity, fairness, and objectivity across performance assessments. The implementation strategies for BARS, detailed herein, promise a more equitable and efficient system that aligns with Yücelen A.Ş.'s strategic objectives, its commitment to employee satisfaction, and productivity, and its overarching mission to enhance Turkey's economic stature both domestically and internationally.



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Team 5

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Mutay Enerji, Human Resources Case

Cevdet Yunus Yörük  
Melis Tufanođlu  
Beril Berksun  
Deren İnci  
Can Pazarcı  
İlke Berfin Ateş

Course Instructor: Güzde Sungu Esen  
Academic Advisor: Celile İtir Gögüş

Mutay Energy has experienced a significant decline in blue-collar employee motivation, leading to reduced production and a high labor turnover rate of 56.8% between 2023 and 2024. The main problem is that incentives are perceived as part of regular pay, which reduces motivation and extends working hours. This project proposes to address this problem by applying the 5S Strategy and the Job Characteristics Model (JCM) in combination with Self Determination Theory (SDT). The JCM aims to increase job satisfaction by increasing autonomy, skill diversity, and task importance. The 5S Strategy focuses on improving the workplace environment to increase productivity and sustain the organization. By integrating these frameworks with SDT, we aim to empower employees by involving them in decisions that affect their working conditions. This comprehensive approach is designed to reduce labor turnover, increase productivity, and improve job satisfaction at Mutay Energy.



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We would like to express our gratitude to

Ceren Aydođmuş,

Yasemin Limon,

Gözde Sungu Esen

And

Ceren Uçak Özbek