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**COMPETITIVE ANALYSIS OF TURKISH CERAMIC TILE
INDUSTRY AND A STRATEGY PROPOSAL**

(MBA THESIS)

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ABSTRACT

In this study, an attempt is made to shift the strategy analysis framework used for the formulation of the strategy from the company level to the industrial level for the formulation of a strategy for the industry in question.

The strategy analysis framework is picked up from among the existing ones prepared to be used by the companies. As it is shifted to the industrial level, it is preferred to be called as competitive analysis framework. The framework starts from the outer skirts of the competitive environment and narrows down its focus to the core competencies.

As it is one of the most globally competitive industries in Turkey, the ceramic tile industry is selected for the field study. While an extensive economic research has been done on the subject, with an interdisciplinary approach, social and political aspects of it has also been explored.

It is concluded that a competitive analysis framework for the industries can be reproduced in parallel with the strategy analysis framework of the companies. When the suggested framework is used for the competitive analysis of the Turkish ceramic tile industry, the analysis shows us that the industry should go lean in design and production to be even more competitive in the global arena.