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**STRATEGIC ANALYSIS OF TURKSH TEXTILE INDUSTRY
AND A GLOBAL MARKETING STRATEGY PROPOSAL**

(Ph.D. THESIS)

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ABSTRACT

In this thesis, the potential and possibility of developing leading, competitive global actors from within Turkish Garment Industry, with the help of strategies developed from global marketing perspective is examined.

The first part begins with an introduction to global marketing discipline with special emphasis on benefits of global marketing, methods of competitive analysis, selecting the target market, market entry strategies and market development strategies. After the introduction, a framework for global marketing applications is proposed by reorganizing the concepts from the literature with a process approach.

In the application part of the study, following the steps in the application framework, the global vision of the industry is discussed. Secondly, the global competitive analysis of the industry is performed. In accordance with the findings of the analysis, strategies for selecting the target market and entering into it are proposed. Finally, there are suggestions for reviewing of the global development phase of the firms and revising their global visions.

In conclusion, for the application part, it is deducted that Turkish garment industry has the potential and infrastructure to create and support global actors. The general conclusion for the thesis is that the global marketing with its theoretical frameworks and practical implications is the discipline that will enable Turkish firms to become global actors.