



# GLOBAL RETAIL SYSTEM FOR A GLOBAL BRAND

A Change Project for the Improvement of  
Organizational Effectiveness by Means of Modern  
Management Techniques

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# Project Mission

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Building Global Marketing and Modern Management Systems for sustainable global leadership of the brand.

# Project Steps

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- Modern Management Systems
  - Strategic Superstructure
  - System Infrastructure
- Global Marketing Strategies
  - Target Markets
  - Penetration Plans

# Pillars of Modern Management Systems

## ■ Strategy & System

- Strategic Design and Management of Business Processes in line with the Modern Business Models and International Standards

## ■ Human & Knowledge

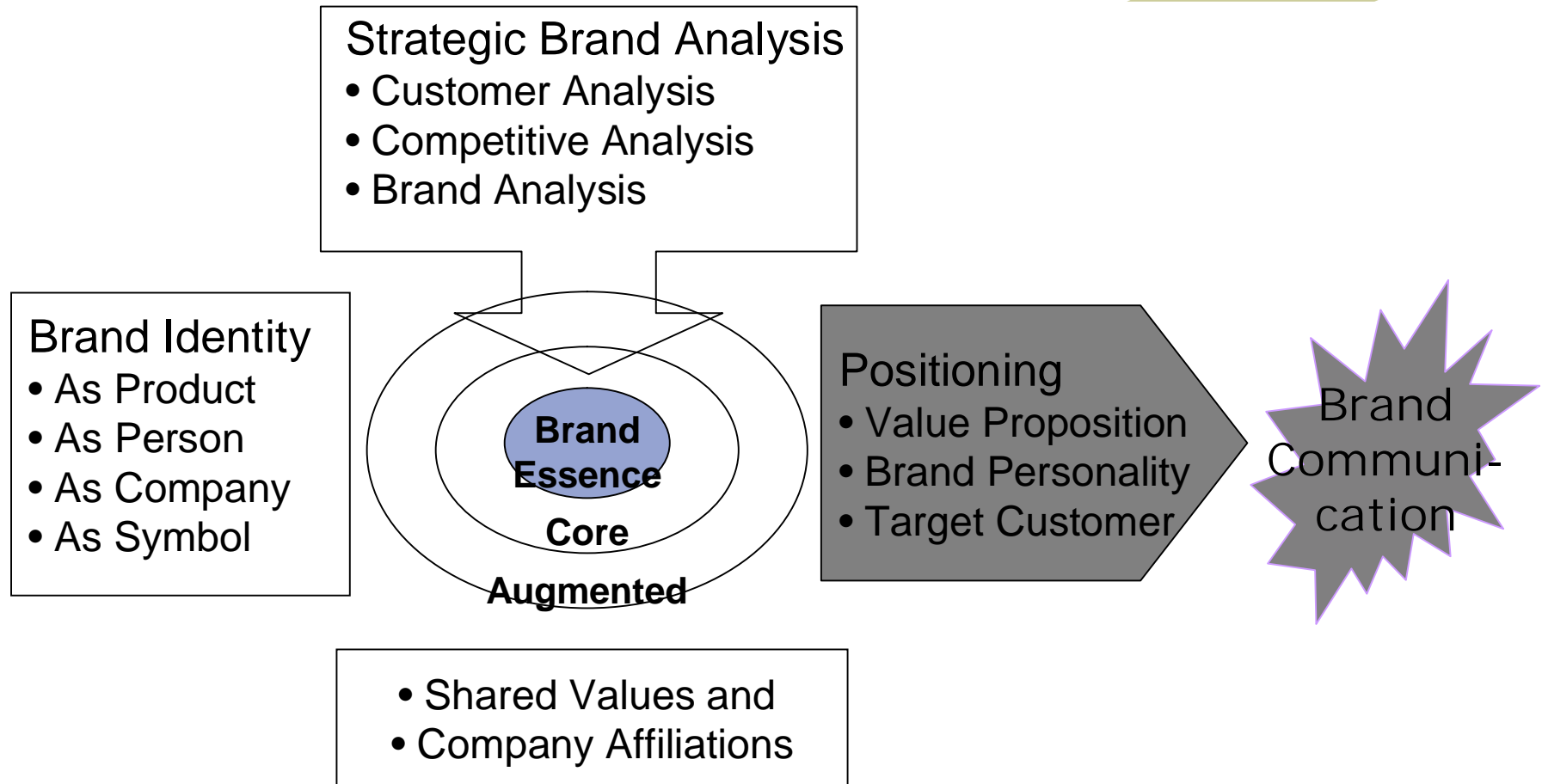
- Effective management of Human Resources Processes.
- Systematic and voluntary involvement of the human resources

# Strategic Superstructure

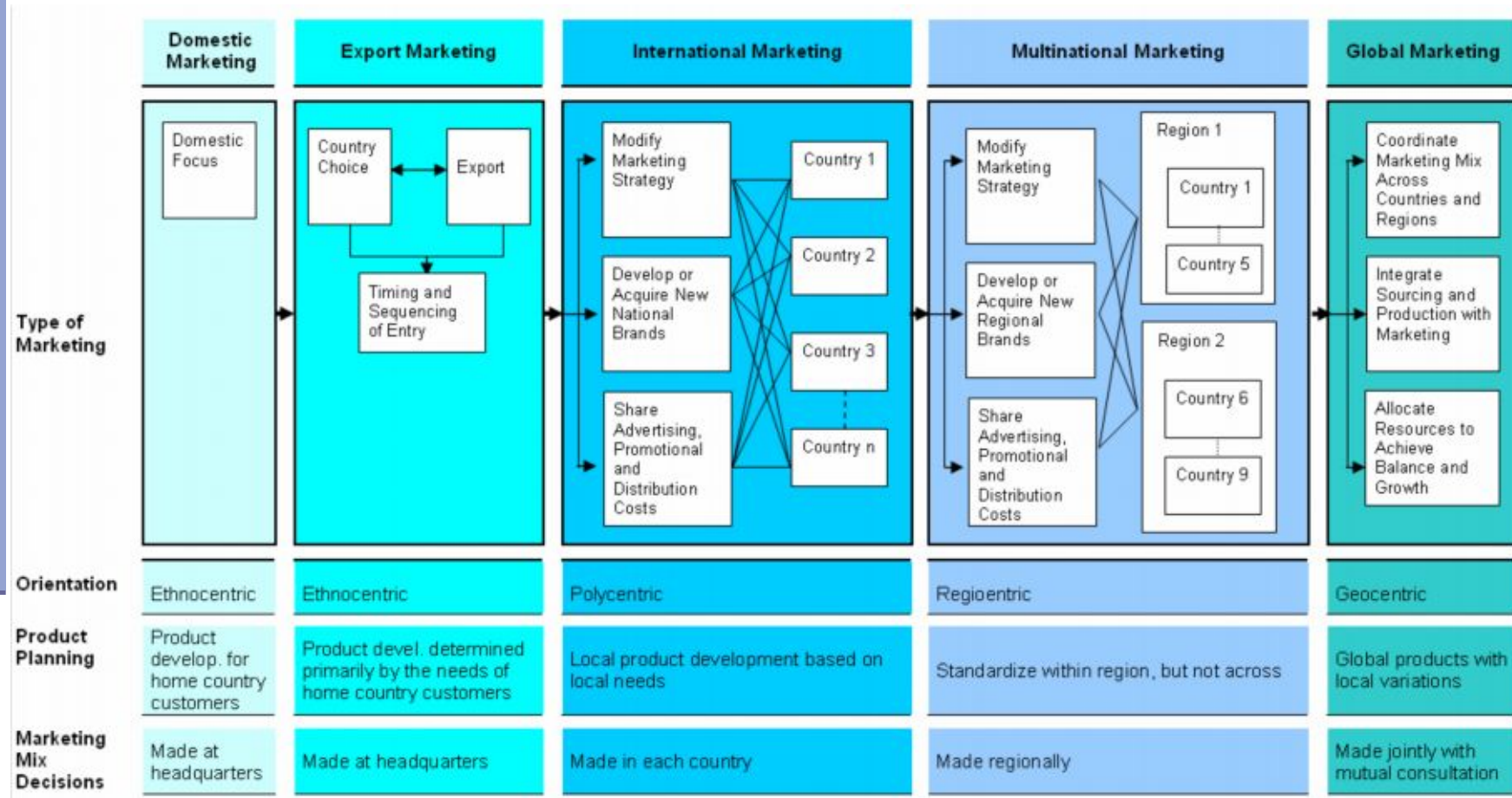
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- Strategic Approach & Brand Awareness Audit and Planning for Increasing the Awareness
  - Strategic Brand Management
  - Strategy Deployment
  - Balanced Scorecard

# Strategic Brand Analysis



# Evolution of Global Marketing



# Global Marketing Process

Purpose	Process	Techniques
Formulate the global vision, decide which stage of the global marketing evolution the company is at	Formulate the global vision, decide where the company is at global marketing evolution process	Vision formulation and deployment techniques Global Marketing Evolution Analysis
Assessment of global competitiveness, deciding which country/ region to enter	Analyze Global Competitiveness	Global Competitive Analysis - STEP Analysis - SWOT Analysis
Developing entry strategies and marketing plans for target countries/ regions	Develop entry strategies and marketing plans	Market Entry Strategies Marketing Mix
Developing growth/ expansion strategies in the market	Develop growth/ expansion strategies	Growth/ Expansion Strategies
Review of global growth and planning for further expansion	Review of Global Marketing Stage and Global Vision	Global Marketing Evolution Analysis Vision formulation and deployment techniques

# Global Market Analysis

Movements				Comments
Inner West <a href="#">Europe</a>				Slows down
Asia to North America				Effect of China will grow the amount
Inner Asia				Improving
Latin America to North America				The fastest growing movement
Asia to West Europe				Improving
Middle-East Europe, Baltic and UN to West Europe				Expected to slow

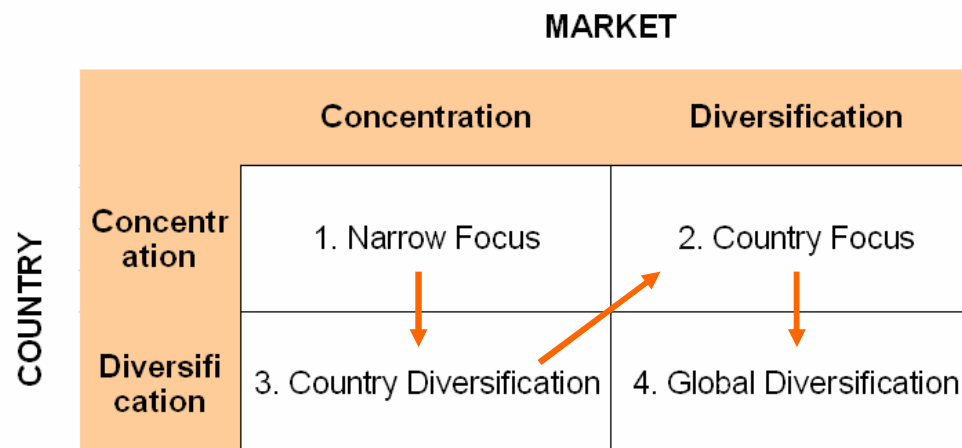
# Market Expansion Strategies



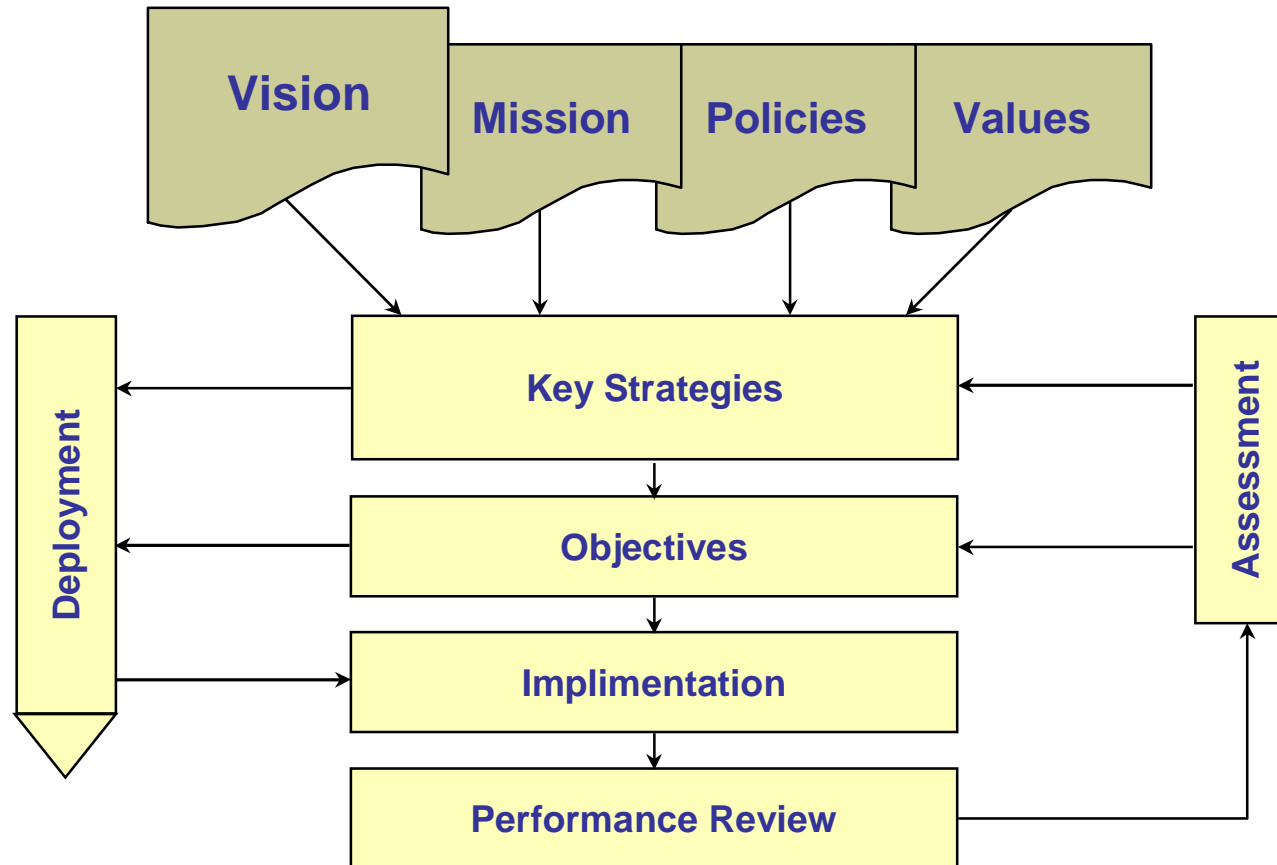
Taking the advantage of Turquality

- Foreign Investment Support
- Management Consulting support

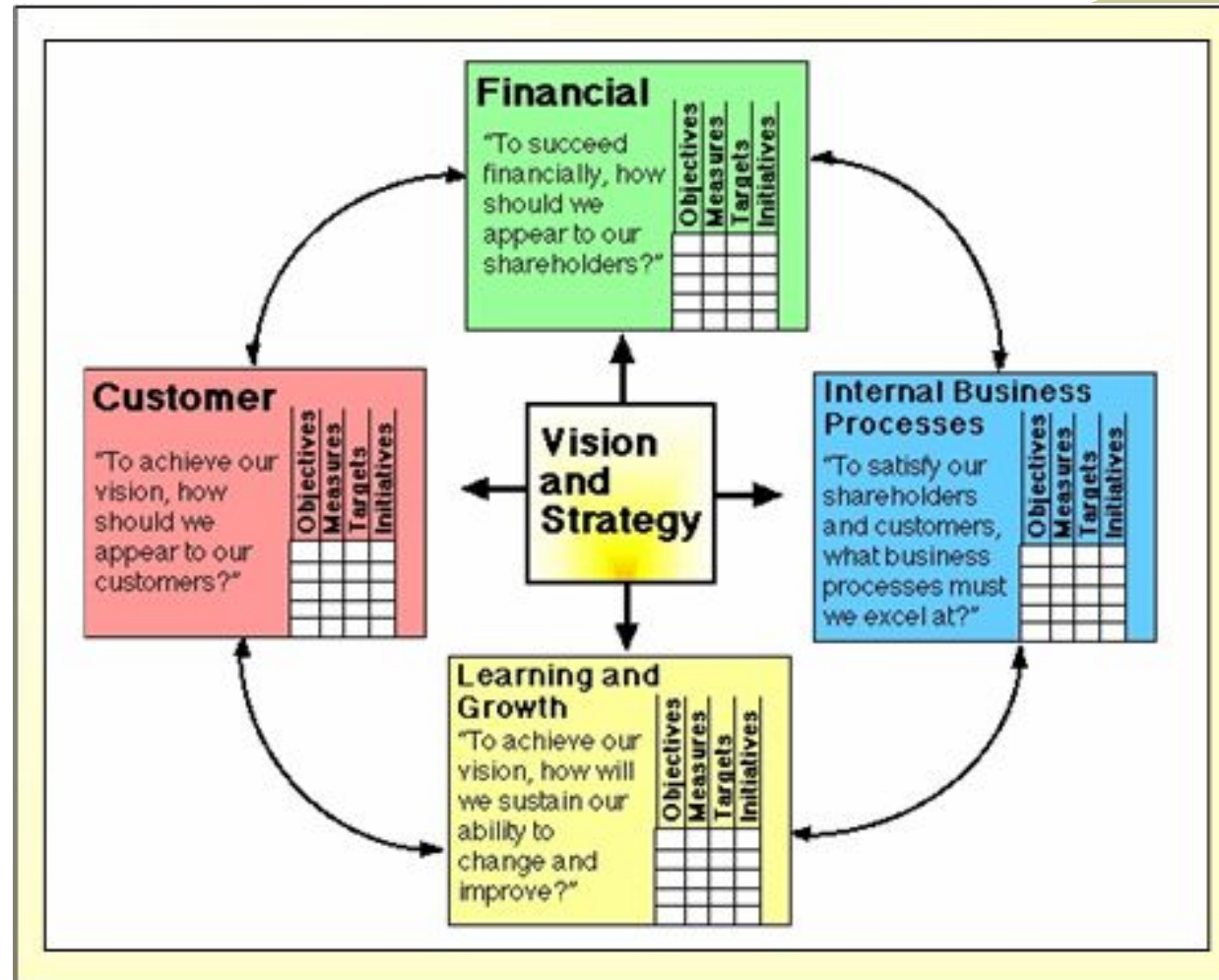
## Keegan's (1998:298) Market Expansion Matrix



# Strategy Deployment



# Strategic Performance Management – Balanced Scorecard

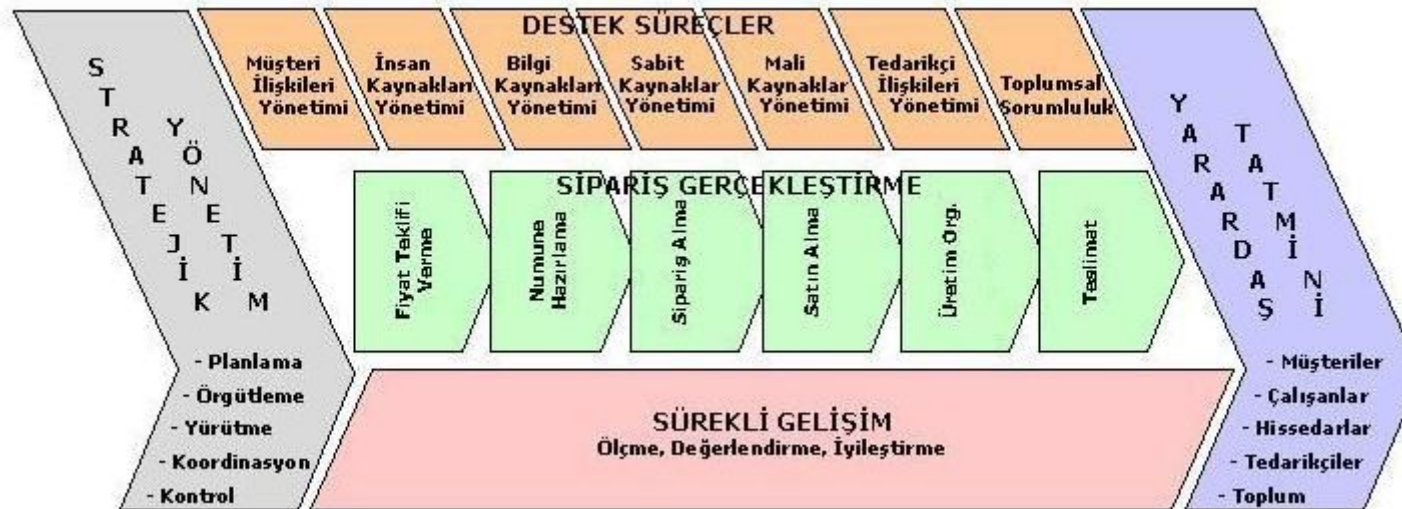


# Business Processes

## ■ Defining Business Processes

### ■ Process Based Job Descriptions

- Effective internal communications beyond departmental borders

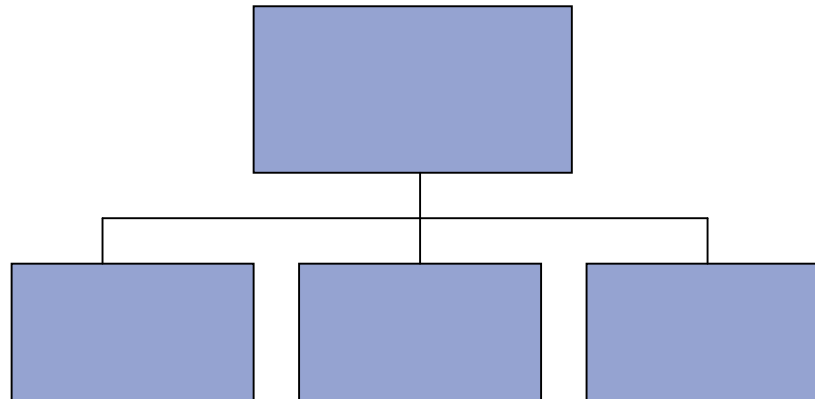


# Human Resources Processes

- Analysis of Human Resources Processes and Planning for Improvements
  - **Search and Selection**
    - Organizational Design
    - Competency Analysis
  - **Performance Management**
    - Balanced Scorecard
  - **Training**
    - Proactive Planning
    - Competency Matrix
  - **Company Policies and Procedures**

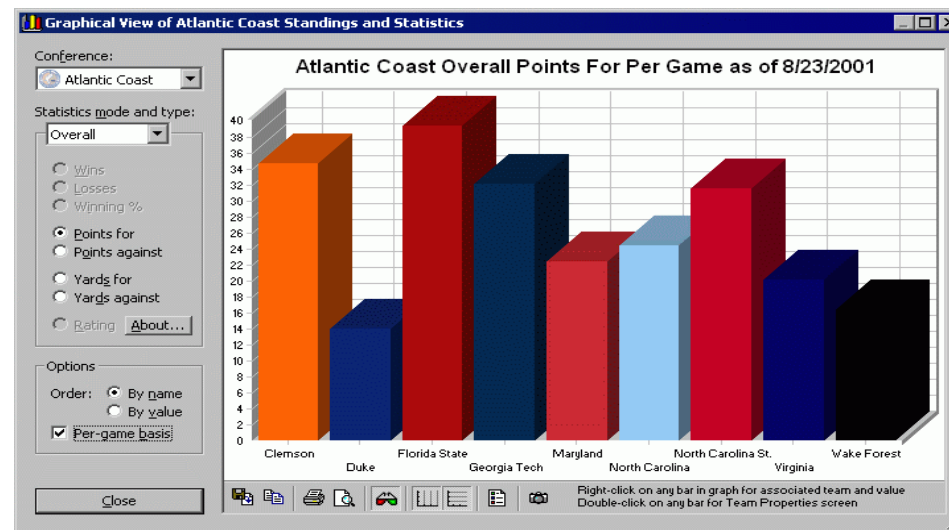
# Organizational Design

- Changing the structure from Wholesale oriented to Retail oriented
- Establishing New Retail Departments
  - Buying
  - Merchandising
- Transferring Retail Know-How by employing English Expats.



# Information Systems

- Assessment of the current systems and Suggestions for improvements
  - Enterprise Resources Planning (ERP)
  - Management Information Systems (MIS)



# Information Systems

- **Company Intranet Web site**
  - Effective Internal Communications
  - Electronic Document Management

