

BUILDINGS THAT LEAVE IMPRINT ON TIME

EROĞLU  YAPI

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

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Project Mission

*Continuous improvement of the
organizational effectiveness
by systematic voluntary involvement of the
human resources
for the ultimate satisfaction of the customer.*

Eroglu Yapı

MISSION

Eroglu Yapı, piyasada öne çıkan gayrimenkul ihtiyaçlarına göre en doğru projeye, en kârlı yatırımları yapan, bununla beraber çevreye, insana ve toplum gereklerine uygun kalmayı da ilke edinen bir yapılanmadır.

VISION

Eroglu yapı, yatırıma uygun bir arazi üzerinde en iyi kullanım modelini geliştirip, en ileri inşaat teknolojilerini kullanarak eksiksiz proje yönetimi ile estetik ve fonksiyonel açıdan gelecekte de tartışılmayacak gayrimenkul projelerini oluşturmayı vizyon olarak benimsemiştir.

Business Model Design

- Defining Mission and Vision
- Strategic Architecture:
Designing the Organizational Structure for
Competitive Advantage
 - Management Discussion
 - Final Declaration
- Defining Business Processes
- Quality, Environment, Health & Safety Systems
- Performance Management System

Two Pillars of Organizations

■ Human

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

■ System

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

Strategic Analysis - SWOT

Internal Factors

- Human Resources (Competencies)
- Financial Resources
- Physical Resources
- Other Resources

External Factors

- Competitive Environment
- Global Environment

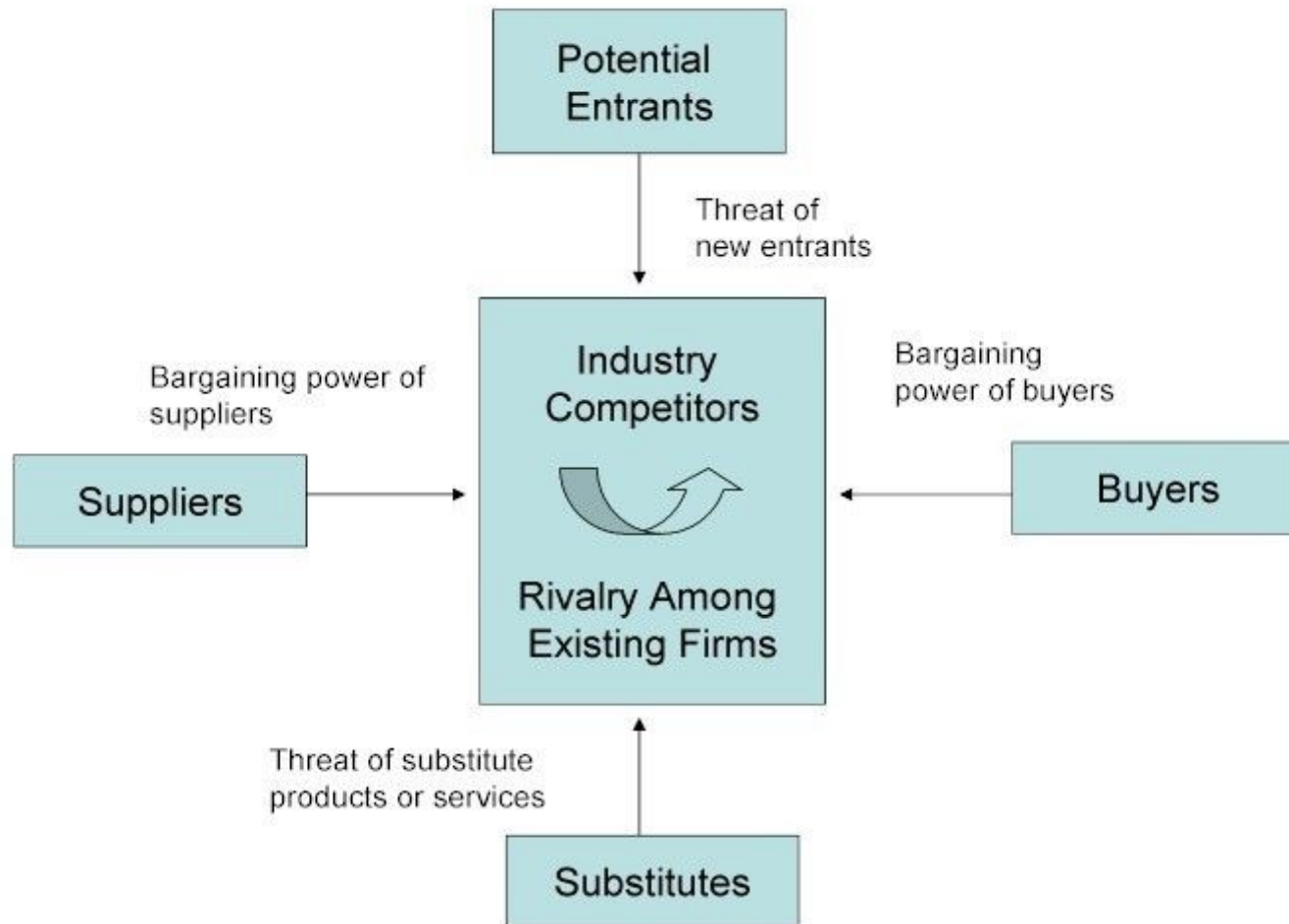
Strengths

Weaknesses

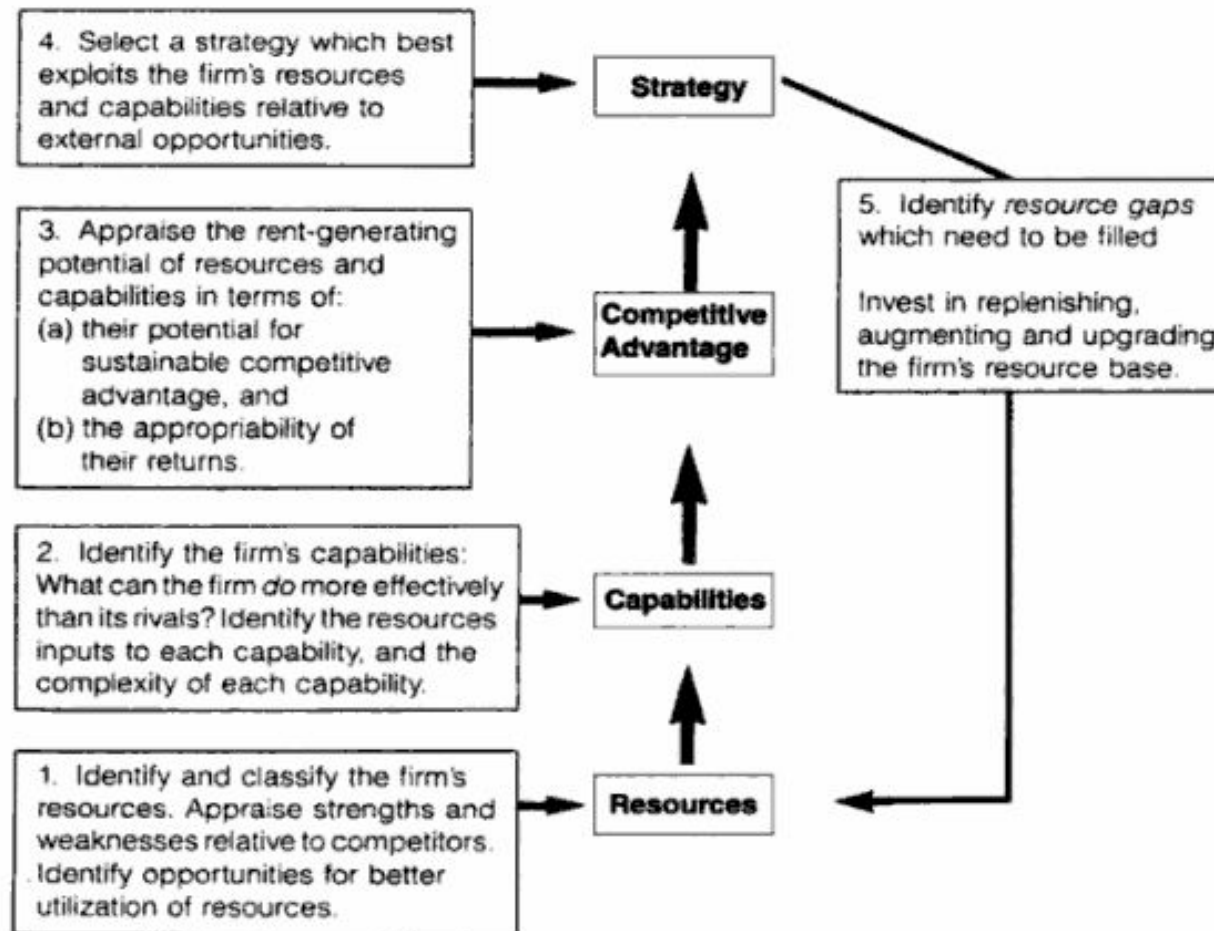
Opportunities

Threats

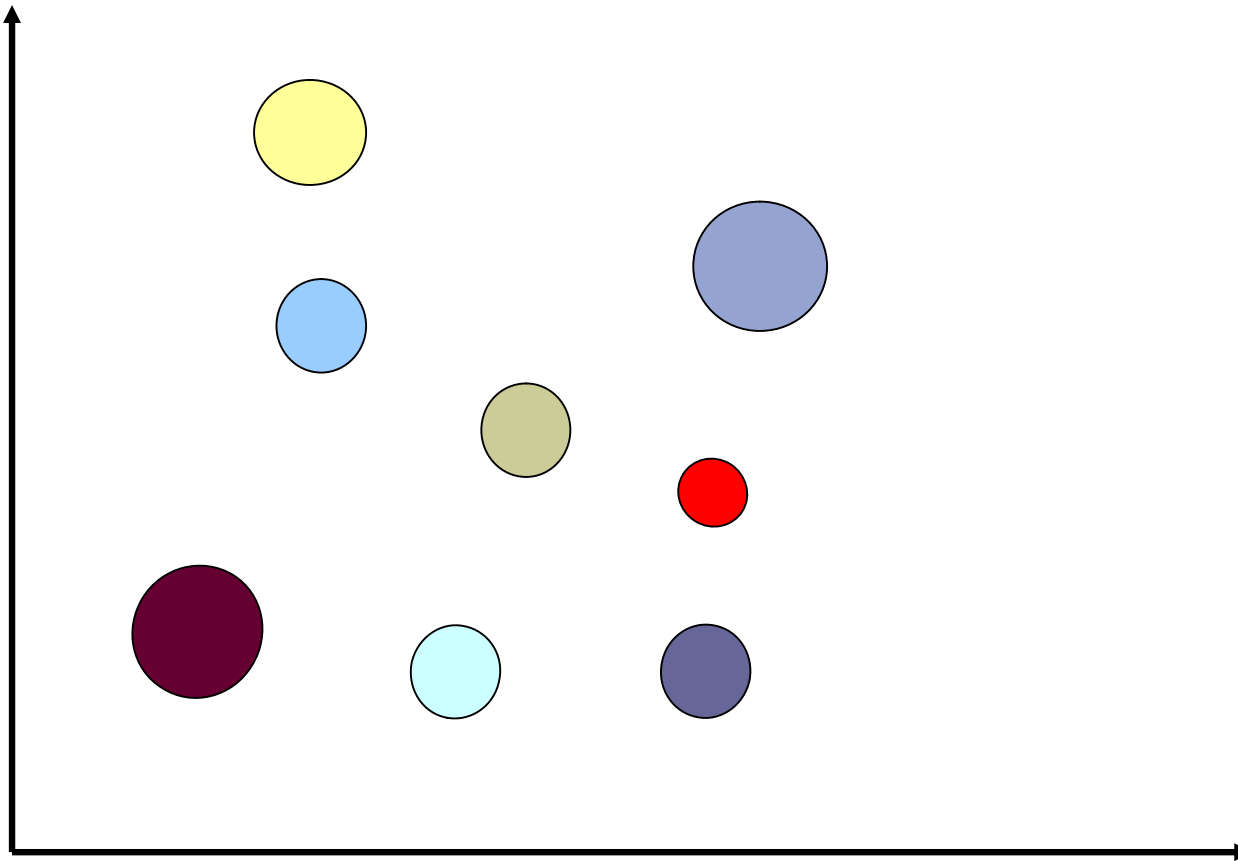
Competitive Analysis



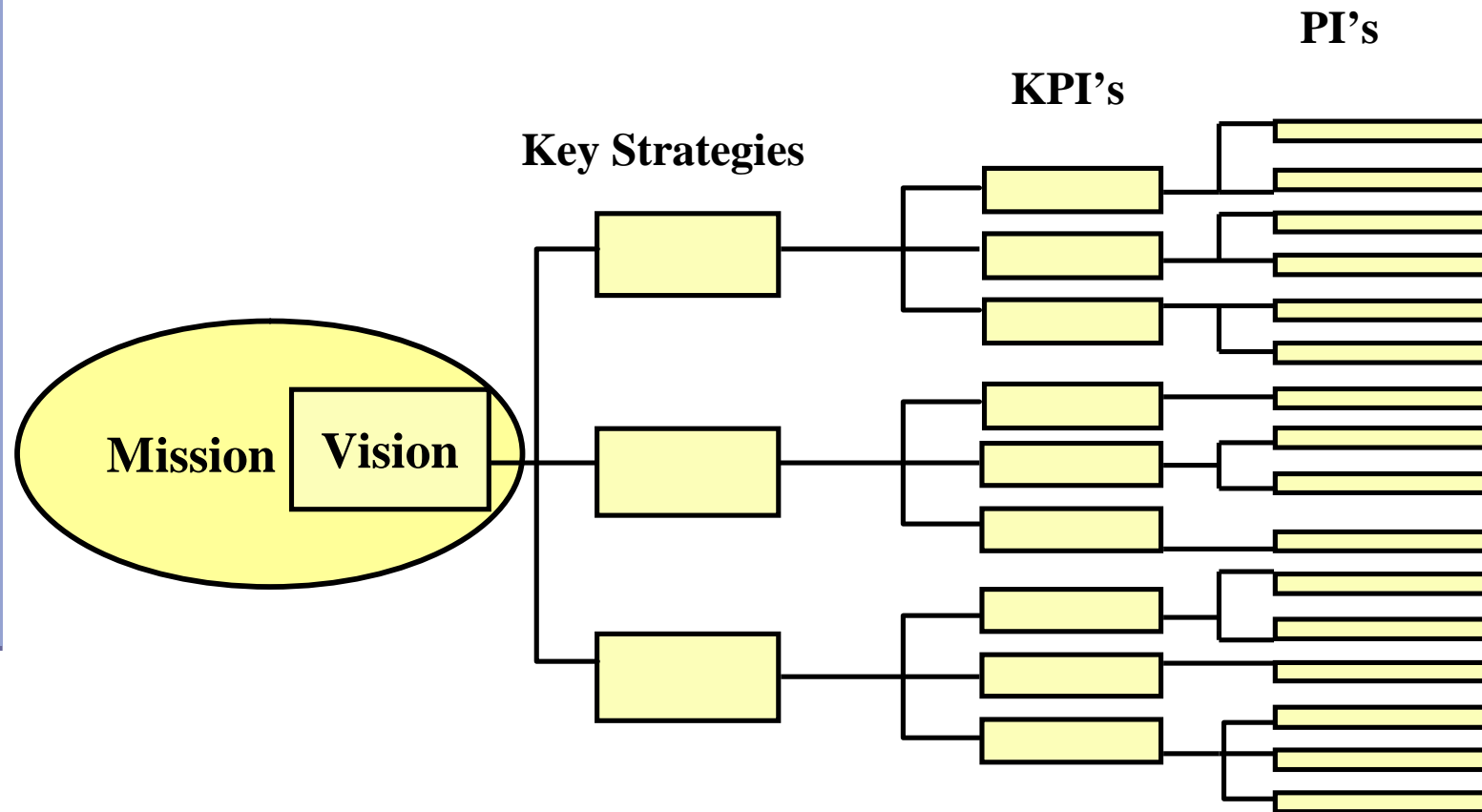
Strategic Competencies



Strategic Positioning

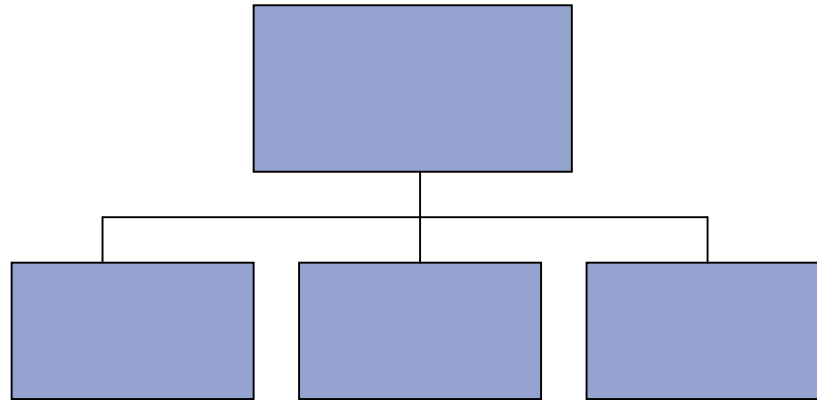


Strategy Deployment



Organizational Design

- **Clear Job Descriptions**
 - **Clear responsibilities**

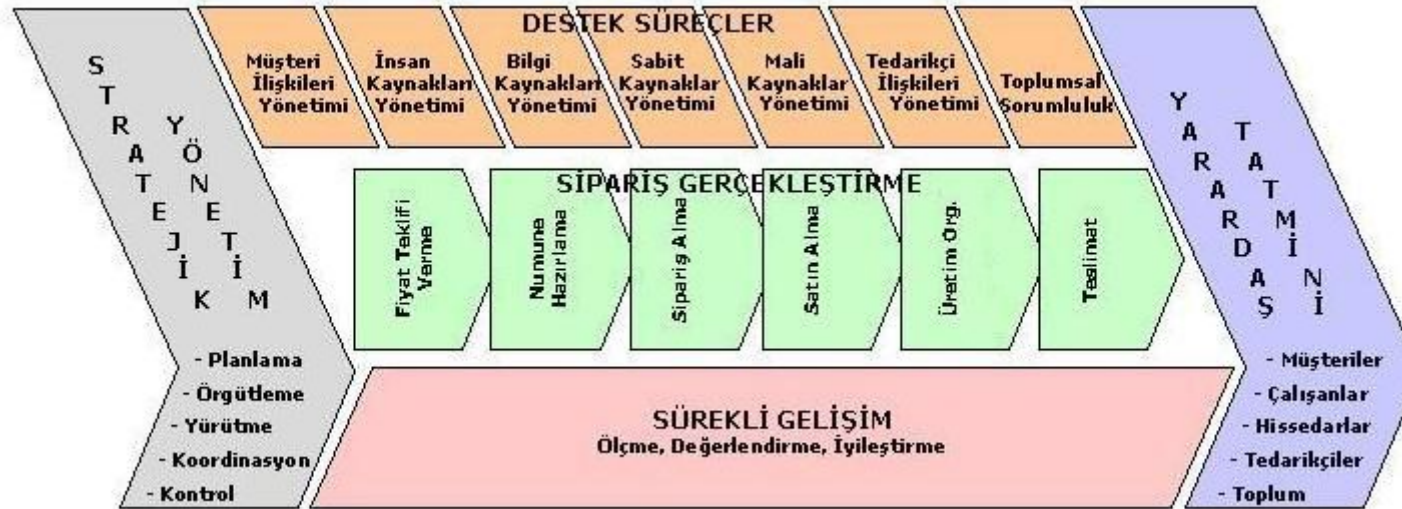


Business Processes

■ Defining Business Processes

■ Process Based Job Descriptions

- Effective internal communications beyond departmental borders



System Standards

- Analysis of Management Systems Against International Standards
 - Quality – ISO 9001
 - Environment – ISO 14001
 - Health & Safety – OHSAS 18001
 - Social Responsibility – SA 8000



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

Information Systems

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

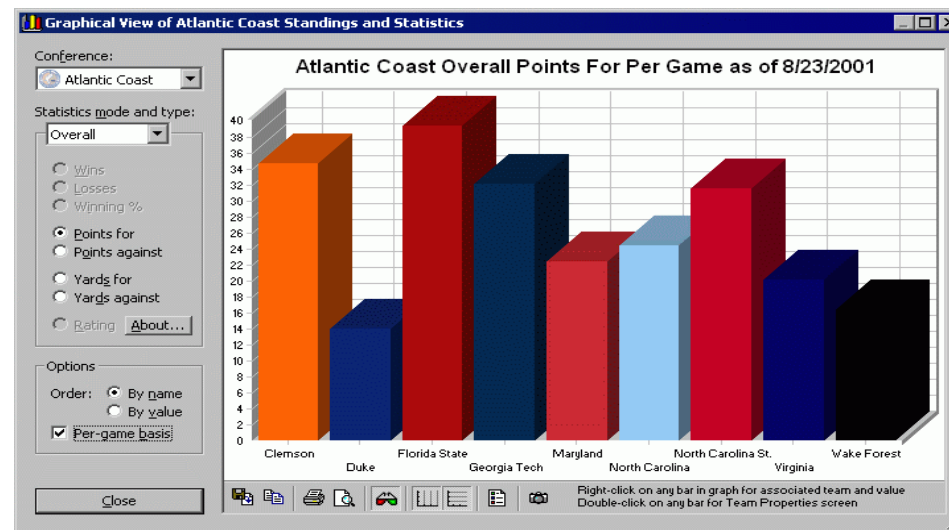
The screenshot shows a web browser window displaying the Microsoft Office Online Intranet Site for EROĞLU YAPI. The browser's address bar shows the URL: http://office.microsoft.com/tr-tr/default.aspx. The page features a blue header with the company logo and the title "Kurumsal İnanet Sitesi". A search bar is located below the header. The main content area is divided into several sections:

- Giriş** (Login): A sidebar menu with options like Yardım, Eğitim, Şablonlar, Küçük Resim ve Ortam, Yükleme, and Microsoft Office Sistemi.
- Müşterilerinizi etkileyin** (Engage your customers): A section with a sub-heading "Mükemmel PowerPoint sunuları oluşturun!" (Create excellent PowerPoint presentations!) and a list of tips: "Uygun bir arka plan kullanma", "Arka plan müziği çalma", "Animasyonlarla canlandırma", and "Film veya video ekleme".
- Bu ay Office Online'da** (This month in Office Online): A section with a list of updates: "Yeni Yıl için geri saymaya başlayın", "Kendi tebrik kartlarınızı oluşturun", "Yeni Yıl şablonları", and "Word'de küçük resimleri özelleştirin".
- Office Update** (Office Update): A section with a sub-heading "Kritik Güncelleştirmeleri Denetleyin" (Check for critical updates) and a "Günün klipi" (Daily clip) section.
- Office 2003** (Office 2003): A section with a sub-heading "Yükseltme nedenleri" (Reasons for upgrading) and a list of reasons: "Önceki sürümlerle karşılaştırma" and "Office Sistemine Genel Bakış".
- Hızlı Bağlantılar** (Quick links): A section with a sub-heading "Toplu postalama için adres mektup birleştirme" (Merge mailings for mass mailing) and a list of links: "Müşteriler, arkadaşlar ve aile üyeleriyle haberleşme", "Kendi web sitenizi mi oluşturunuz?", "En iyi yerleşim uygulamalarını öğrenin", and "Özet raporlar".

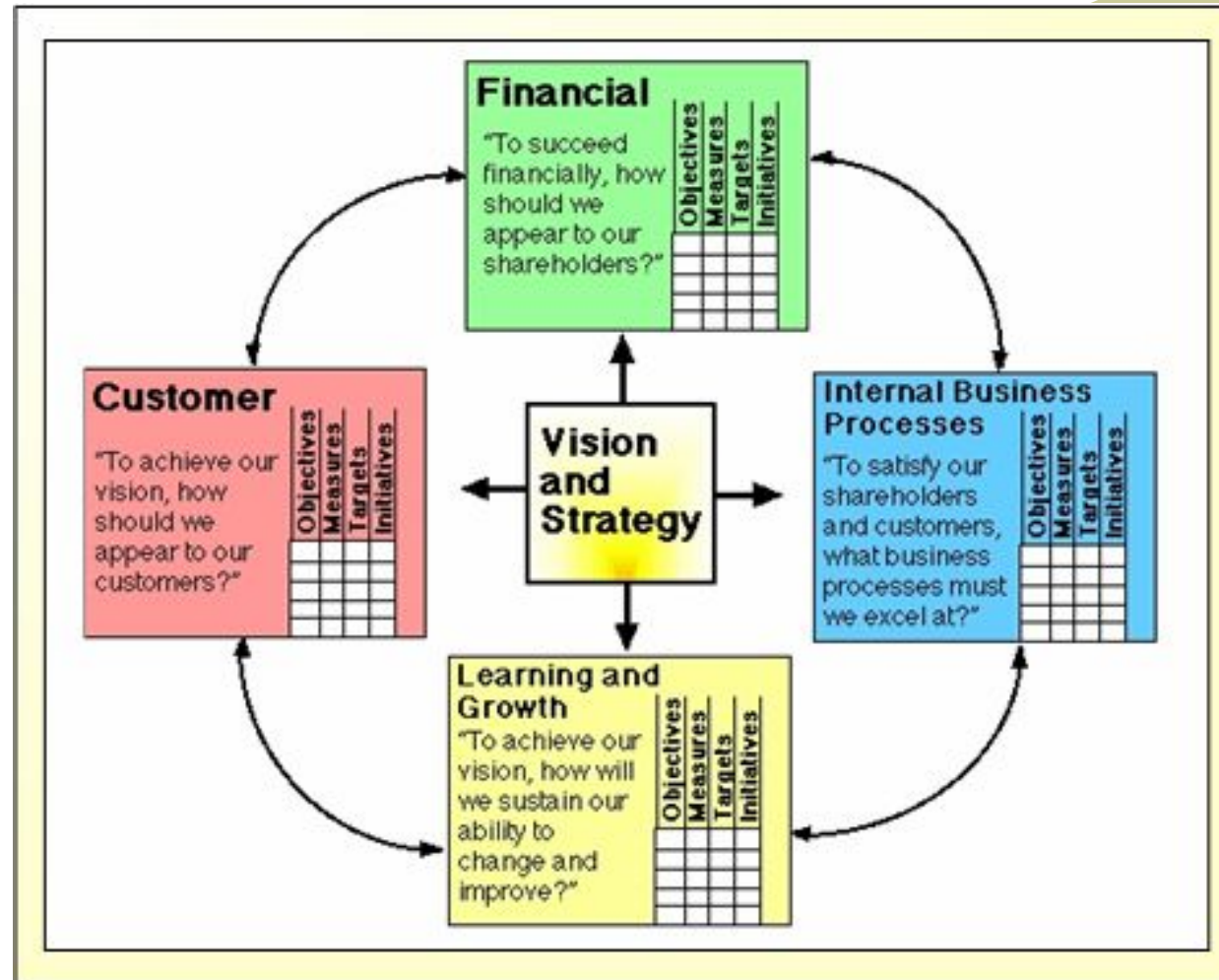
The browser's status bar at the bottom shows "Internet".

Information Systems

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



Strategic Performance Management – Balanced Scorecard



Project Objective

The ultimate objective of all organizational change projects is **customer satisfaction**.

The new customer-focused and systematic organizational structure will be the foundation of **sustainability of the company's growth and endurance**.