



**NEAR EAST UNIVERSITY
BUSINESS DEPARTMENT**

**GRADUATION PROJECT
(MAN 400)**

**ANALYSIS OF
YUSUF PARALİK & CO. LTD**

**SUBMITTED TO: ASS. PROF. ERDAL GÜRYAY
Mr. HASAN SARICA**

**SUBMITTED BY: VOLKAN GÖKDEMİR
(960251)**

January 02

LEFKOŞE

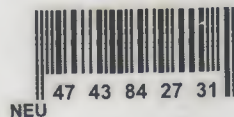




TABLE OF CONTENTS

PAGE

ACKNOWLEDGEMENT.....	4
1.INTRODUCTION.....	5
2. HISTORICAL BACKGROUND.....	6
3.ANALYSES.....	6
3.1.Analysis of the Company	6
3.2.Environmental Analysis.....	9
3.2.1. Political Environment.....	9
3.2.2. Economic Environment.....	9
3.2.3. Cultural Environment.....	10
3.2.4. Technological Environment.....	10
3.3. Pest Factors Analysis of the Firm.....	11
3.3.1.Political.....	11
3.3.2. Economical.....	11
3.3.3.Social.....	12
3.3.4.Technological.....	12
3.4. SWOT Analysis.....	13
3.4.1.Strengths.....	13
3.4.2.Weaknesses.....	13
3.4.3.Opportunities.....	13
3.4.4.Threats.....	14
3.5.Mission of the Enterprise.....	14
3.6. Vision.....	14
4.MARKET ANALYSES	15
4.1.General Outlook.....	15
4.2.Prices and Pricing Policy.....	15
4.3.Five Forces Model.....	16

4.3.1. New Entry.....	16
4.3.2. The Power of Buyers.....	16
4.3.3. The Power of Suppliers.....	16
4.3.4. Substitute Products.....	17
4.3.5 Rivalry.....	17
4.4. Value Chain Analyses.....	18
4.4.1. Infrastructure.....	19
4.4.2. Technology.....	20
4.4.3. Human Resources and The Organisational Structure.....	20
4.4.4. Maintenance Services.....	21
5. CONCLUSIONS AND RECOMMENDATIONS.....	21
5.1.. Conclusions.....	21
5.2.. Recommendations.....	22

REFERENCES

APPENDIX

Volkan GÖKDEMİR

1. INTRODUCTION

The graduation project aims at analyzing and evaluating the company, YasaFarketil & Co. Ltd., operating in the market of the Turkish Republic of Northern Cyprus. For gaining such a study, the theories, principles and all the principles of marketing and scientific studies of business are used to be implemented to their greatest extent.

ACKNOWLEDGEMENTS

The report consists of five parts: company and company analysis, analysis of the company, marketing analysis, marketing strategy and implementation and marketing evaluation.

First of all, I would like to express my heartfelt gratitude to my adviser and Asst. Prof. Dr. Erdal GÜRYAY, Assist. Prof. Dr. Okan ŞAFAKLI and my instructor Mr. Hasan SARICA for assigning me such a project which has contributed to my knowledge beyond my expectations and for enabling me this opportunity to practice my aggregated knowledge and abilities gained so far as well as giving me the necessary full support, guidance and assistance during the whole educational program but especially the period of this graduation project.

As a matter of fact, the graduation project study made me understand and digest many of the theoretical issues in a pragmatic way. Nevertheless, like so many other people, I am also aware of some of my shortcomings which I hope I will get the chance to practice them in my future career. So, I would also like to express my sincere thanks also to all my instructors from whom I got the educational courses during my academic program.

Finally, but may be the first as well as the most thanks are sent to my parents the University Administrative personnel from whom I felt the necessary help and assistance at all times, for their generous support and encouragement.

Volkan GÖKDEMİR

1. INTRODUCTION

This graduation project aims at analysing and evaluating the company, Yusuf Paralik & Co. Ltd., operating in the market of the Turkish Republic of Northern Cyprus. For pursuing such a study, the theories, applications and all the principles of marketing and scientific studies of business are tried to be implemented to their greatest extent.

The report consists of five parts namely; the background of the company, analysis of the company, strategic analysis, marketing analysis and conclusions and recommendations. In the very first part, it has been found appropriate to start with giving the introductory information about the company and its business branches. Then by going a little bit further, the company has been analysed from the point of view of production, financial stand and its position in the market. Following the getting to know the company thoroughly, some strategic analyses have also been included in the study, such as; PEST factors, SWOT analysis, Mission of the enterprise and Vision of the firm. Due to the reason that the local market is a little bit small and there may be difficulties as well as the disadvantages of such a restricted market, the analysis concerning the marketing issues has also been found appropriate. In doing this kind of analysis, Five Forces Model, Price Policy and Value Chain techniques have been used. Finally, following a thorough analysis and evaluation some recommendations have been proposed with the purpose of finding solutions and establishing a good strategy for the company's future business.

From the point of view of methodology, necessary contacts and interview with the shareholders of the company have been carried out. Besides, other observations and some examinations on the financial reports as well as the profitability and stand of the firm have been analysed and completed.

The last parts of the report cover the sections of References and Appendix.

2. HISTORICAL BACKGROUND

Yusuf Paralik & Co.Ltd. was founded by Mr. Yusuf Paralik in 1960 ⁽¹⁾. The firm started the business by selling hardware and glazier products to the local market. As it was in the days of its foundation, the company has not been involved in any of the production activities. Until 1998 the firm had been operated in a workshop type building and then the work place was transferred to the Lefkoşa New Industrial Estate where it continued its business until the present time with around 40 employees.

Yusuf Paralik & Co. Ltd. had initiated its business as glazier business and selling hardware items in whole and retail sense. Then following its growth and transferring of the business place to the Industrial Estate of Lefkoşa, it somewhat mechanised its business as repairing processes and cutting of glass and other metal parts besides other repairs. The company's business is fully directed to the local market. It can handle all kinds of glass-related repairs and related assemblies. The monthly glass repair is approximately 600 meters square, with other glass supporting this figure, is raised up to 2000 meters square per month. The firm basically addresses the construction sites and large repairing businesses. However, selling all kinds of hardware products, various tools and equipment totalling the amount of around 49,000 kinds, is also being conducted.

Presently, the market share is 20%.

3. ANALYSES

3.1 Analysis Of The Company

Paralik Ltd. is one of the well-established firms in TRNC. Despite the economic embargoes and other political restrictions the business is successfully surviving in the market. Its background is very rooted and therefore there exists an accumulation of experience as far as the glass repair business is concerned.

(1): Yüksel Paralik, Director of Yusuf Paralik & Co. Ltd.

The firm's competitors are: Denizal Ltd., Erçikalar Ltd., Sercem Ltd., and Elpel Ltd. The company does business for the carpenters as well.

Reflective glass is also one of the products from the same category. The twin glass is usually used in the hot areas in order to keep the heat and cold as much as possible by the help of the isolating space in between the two glass frames. This type of glass framing is very advantageous when heat conservation is the case.

Those glass framings that are put through windows and doors are used to give some sort of decoration, as well, to houses, business places and offices.

All kinds of furniture (dining tables, small tables, etc.) besides various ornamental accessories made of glass are also being produced.

The company is the monopoly server of this type of glass wearing onto the walls especially onto the front of the buildings and this process is usually applied to trade and business centres. Due to its difficulty in getting such a huge size of glass fixed onto buildings walls beside the high costs of the materials, makes the business difficult in the current market and therefore one can say that there exists a prospect in this line of business.

Presently, Yusuf Paralik & Co. Ltd. is a viable business in the market. However as it has been observed during the latest years the firm is profitable enough but very much affected by the economic crises prevailing in the market.. It seems that the business has a future in the local market because the constructions are continuing on and improving while the need for glass shows signs of increase in the future. It is also observed that the business will not be in need of any renewal or expansionary fix investments as the company currently has got the entire necessary infrastructure for doing such business. However it is equally true that the firm will definitely be in need of further investments at later times when the advanced technology will be the case.

The total sales of 2000 have increased from 97 billion TL in the year 1999, to 160 billion TL in 2000. The total costs, on the other hand, have been realised as 70 billion TL for 1999 and 93 billion TL in the year 2000, which would mean the company, has made the profits of 27 billion TL for 1999 and 67 billion TL for 2000. This shows that the firm has the profit of 27% profit in 1999 and 42% in 2000.

As to highlight the transition of the company from the year 1999 to the year 2000, the following table of cost items is appropriately given for convenience:

(In billion TL/month)- (2)			
Item	1999	2000	2001
Wages, salaries and social benefits	7.2	11.8	10
Rent Expenses	0.3	0.4	5
Admin Costs	2.0	2.5	2
Miscellaneous	0.9	1.7	2

The hardware materials or tools that the company is seen as dominant in the market are given as follows:

Cordless Power tools
 Drilling/Fastening
 Impact drilling/Demolition
 Concrete Cutting tools
 Grinding/Sanding/polishing tools
 Sawing machines
 Dust Extraction/Heat Gun
 Garden tools/generators
 Galvanised steel
 Furniture fittings
 Furniture accessories and hinges

3.2.Environmental Analysis

3.2.1.Political Environment :

Presently TRNC is governed by the coalition governments and under parliamentary democratic regime. The president is the highest rank in the political hierarchy and the Government rules the island. In 1974 when the Turkish Community gained their independence after they set up their own administration in the Northern part of Cyprus, formed the governmental machinery in order to cope with the dwelling problems and the prospect of the community. Having fulfilled the entire necessary obligation for being a government in the North, TRNC orientated its democratic regime further enough through making a lot of investments in the infrastructure. However, due to political embargoes and pressures exerted on the community from other western democratic countries, the Turkish community tries to survive in its faith with the motherland Turkey which is the only country officially recognising the political status of the island. However, lately, there is now a hope arising for a viable settlement in the Cyprus issue.

3.2.2. Economic Environment ⁽²⁾:

TRNC uses TL as legal tender and for this reason it imports all the inflationary effects and other unfavourable results from Turkey. However, it is equally true that Turkey has been channelling all sorts of assistance, financial, technical, militaria, economic, humanitarian and all the other kinds of aids, to TRNC. Besides, Turkey is the only guarantee for the TRNC 's existence. Due to the island's geographical location the resources are restricted and thus the economy is mostly relying on tourism and other commercial activities. Since tourism has been singled out as the leading sector in the economy of TRNC, all the other economic activities should be interacted with this sector for the economic development of the country. Furthermore, as from the year 1975, TRNC has embarked upon the developmental stage by preparing the first five-year development plan.

(2): 2001 Transitional Programme of TRNC

Currently, the Government has prepared a stabilisation program to tackle with the serious prevailing economic problems especially those of financial sector, the inflationary pressures in the market, the balance of payments and budget deficits, through receiving more external revenues from abroad and increasing the tourism activities besides stabilising the sectoral activities all together and increasing the purchasing power of the working population.

3.2.3.Cultural Environment:

There is a slight difference in the culture of the Turkish Cypriot people compared to the citizens of Turkey. However the base of the culture goes back to the immigration of the Turkish people from Turkish mainland. The ancestors of the Cypriot people are from the Middle and Eastern Anatolian. Almost 99% of the population is Moslem and the community thus takes the religious culture for granted. Besides other historical wealth of the country there exist many signs of having a very rich historical culture due to the historical times passed under the ruling of the Ottoman Empire, Byzantine, and other civilisations. The life style is different because everybody knows each other. Cyprus culture has been under the dominance of the British and American people. Most of the people prefer to work for the Government rather than for the private sector. Moreover another factor affecting the cultural environment is the weather conditions. The temperature can rise up to 45 Centigrade degrees sometimes during the Summer time and the people are very much accustomed to enjoy their daily lives at the seashores. Especially under the hot weather conditions the productivity is observed to be relatively lower and also during the summer times the working hours are restricted to a half day period.

3.2.4. Technological Environment:

As far as the industrial technology is concerned, there exist a very small scale industry and therefore no advanced level of industrial technological developments have been observed in the economic circles of TRNC. However the latest computer applications are done throughout the services sectors. There also exist a movement towards installing a

computerised network system in the educational system of the country which means the people attributes a significance to the technological advances that take place around the world.

The small business circles try to make use of the pricing, distribution, low cost communication and improved public relations policies for getting advantage against competitors in the market.

3.3. PEST Factors Analyses of the Firm

3.3.1. Political:

The prevailing political situation in the Turkish Republic of Northern Cyprus seems to have no influence on the business of Yusuf Paralik & Co.Ltd. Due to the fact that there is no restriction on the import but an embargo imposed from the European countries. Depending upon the political situation in the future, the company will be affected because of the reason that some of the raw materials are being imported from the European countries besides Turkey.

Also, the internal political forces affect Yusuf Paralik & Co. Ltd.'s opportunities and threats. As far as the international embargoes and restrictions are concerned there has been a huge pressure on the increase on the local prices because the customs union or any special agreement do not apply to the northern part of the country.

3.3.2 Economical:

Under these inflationary economical circumstances, there are no firms that have not been affected by the unfavourable effects of the inflation. In this connection, Yusuf Paralik & Co. Ltd is also being negatively and duly affected. Devaluation on the TL definitely gives a rise in the costs of the raw materials, therefore day by day increases in the product

prices are being observed. So, due to the reason that the purchasing power of the people decreases, sometimes fluctuations in the purchases are being observed. Especially, the economic crises occurred in February 2001 and also the one on the 11th of September, affected the company considerably, because all of a sudden the market prices surged up. There was an instant devaluation of around 40% while the USD rates were rising from 700,000 TL to 1,400,000TL.

In addition to the above-mentioned factors, Yusuf Paralik & Co. Ltd. is also being affected by the current competitors that emerged in the market. On the other hand, if for example import and export activities all together have any restrictions and difficulties then the firm will definitely be affected.

3.3.3. Social:

There are also social effects of the firm's business in the sense that the increase in the construction sector is somehow expected. Thus, as long as the people can afford to buy different variety of the hardware goods then there might be a huge change in the business growth in the future, however, everything is very much related to the economic conditions and income level of the people. There is a movement towards more consumption of the glass made materials, glass clothing of the constructions and using of hard ware materials.

As parallel to the increase in the demand for the construction materials due to the improvements in the construction sector, there will be a great demand explosion for the construction materials in the foreseeable future. In other words, in terms of the social needs, there exist a good prospect for such kind of firms in the market.

3.3.4. Technological

The above mentioned 'Glass Front Clothing' is a newly developing technology in the Turkish Republic of Northern Cyprus. Therefore from the point of view of the construction technology this type of application seems to be very advantageous. Since

this firm has got the advantage of initiating this technology first in the local market it seems that the company will be in a monopolistic position. So, one can say that the production technology used is the latest one in the territory. Furthermore the materials used are the advanced technology products.

3.4 SWOT Analyses

3.4.1 Strengths:

- a) One of the strengths of the company is that it is a rooted well established business and it has an accumulated experience.
- b) The prices of the products of the firm are very reasonable and their quality is proper.
- c) The materials and products are always available in the inventory of the company.
- d) The firm has the policy of applying reasonable payment conditions to its customers.
- e) The company is said to be one of the biggest firms in its branch..
- f) The company has got a very good reputation.

3.4.2. Weaknesses:

- a) The company's not having an effective retail chain or network.
- b) The show room of the company is located at the area of the Industrial Estate.
Therefore, access to the factory may sometimes be cumbersome.
- c) There have been increasing number of competitors in the market.
- d) The Cyprus issue not being solved so far might give disadvantage to the entrepreneur of the company and this situation weakens its ability in the market.
- e) The advertisement activities are not adequate.

3.4.3. Opportunities:

- a) Its reputation and size give the company an advantage to compete better in the market and be more dominant against the other competitors.
- b) Due to the reason that the financial stand of the company is good, the payment conditions attract more customers.

- c) The capacity being relatively higher than its competitors gives the company a good opportunity in receiving more orders and having larger capacity jobs.
- d) Expansion in the construction sector paves the way towards more demand for the construction and hardware materials in the future.

3.4.4. Threats:

- a) The sudden economic conditions changing in Turkey may threat the sector as well as the company; in fact the whole country.
- b) Strong competitors from Turkey, entering the market may constitute a threat to the company.
- c) TRNC' s political unrecognised position may affect the Company's future plans and activities.

3.5. Mission of the Enterprise

One of the strategic policies of the company is to catch up with the world standards in the sector and business. Moreover it is being aimed at keeping the leadership in the local market. Also, to chase up the new technologies in the world would mean a lot to the company's business because all the policies and procedures are devoted to the long run business. Furthermore having more productive investments are targeted.

3.6. Vision

- a) Increase in the production,
- b) Increase in the profit,
- c) Increase in the productivity,
- d) Low cost production,
- e) Expanding further the sales and market,
- f) Having good contacts with the other businesses in the sector,
- g) Having the targets of entering the market of Turkish mainland.

4. MARKET ANALYSES

4.1. General Outlook

Conducting business in such a small market may both bring advantage and disadvantage to Paralik Ltd.. The advantageous point is that the firm holds almost monopolistic position in its branch. On the other hand, having lots of firms operating in the market and having limited amount of customers are always disadvantageous. Besides, there is no way for the local firms operating in this sector to export their products.

Yusuf Paralik & Co. Ltd., on the other hand, is delivering its raw materials from Turkey and the European countries. These materials are considered to be all sorts of hardware and construction materials, including paint glass, all kinds of aluminium materials, tools and equipment, all kinds of plumbing appliances and materials, pipes in different sizes, sinks, all kinds of kitchen appliances, hoses, sprinklers, spray paints, a variety of chemicals including glues all imported from Turkey and the European countries. Therefore the firm is entirely dependent on the imported materials because there exists no materials produced locally at all.

4.2. Prices and Pricing Policy⁽³⁾

Prices of raw materials are eventually imported ones. Prices of the products, however, are determined on the basis of the amount of the materials used and the number of hours worked. Then adding a profit margin to the total amount of materials and labour, in terms of the monetary currency gives the total price of the work done.

The pricing policy of the company is to keep the costs at their minimum level and thereby the prices without spoiling the quality of the work done. Due to the reason that quality work has a durability and addresses the satisfaction of the customers, then this policy is very consistent with the long-term strategies of the company.

(3): Walter Nicholson; Micro Economic Theory-Basic Principles and Extensions

4.3. Five Forces Model

4.3.1 New Entry:

Entering the market of glazier and hardware materials selling, is not easy because glass-repairing business together with the selling of decorative type glass made settings and other tools and equipment requires accumulated experience and some capital besides business mastering. The hardware business on the other hand requires a great amount of capital investment to start with. Therefore, entering the sector takes a bit of time and accumulation of experience and capital. However, there exist promotion measures put by the Government for investors in this sector. The only problem for the existing business is that the entrepreneurs might take advantage of the skilled people migrated from Turkey. So in this way the need for accumulated experience available in this business might be eased.

4.3.2. The Power of Buyers:

In the market of this sort of business, the power of buyers is very weak because once there is a need for that type of repairing or purchasing, there exist no other way but to suggest repairing and buying it. Therefore, the demand is very much affected by the ongoing investments as well as the demand of the people. The market mostly determines the prices. In other words, the prices are determined by the costs and the devaluation made on TL. In the market, however, there exist other factors affecting the demand and prices. These are; low costs, availability of materials, quality of the work done, prompt service and trust to the company. The customers also take into account the durability of the materials used.

4.3.3. The Power of Suppliers:

The sector is very dependent on the suppliers' attitudes and costs put onto the raw materials. In fact, when any devaluation takes place in the market, the prices are

eventually pulled upwards and automatically raised. Therefore, the prices of the suppliers are very much related to the devaluation of the TL and not to the demand of the customers. Here, the price is not simply determined by the demand and supply in the market.

4.3.4. Substitute Products:

Due to the reason that the products are some kind of hardware materials and all kinds of tools and equipment beside many other chemicals as well as construction materials, the only substitutes for these sort of products are the similar types of assemblies, that is to say another business. So the only issue is to use some substitute raw materials for the repairing and assemblies or settings.

4.3.5. Rivalry:

The firms in this sector are mostly the ones selling similar type of hardware materials. So, for example, fixing glass breaks and other glazier business, beside other good brand products have not very much rivalry in the sense that there now exist a huge amount of opportunity for all the hardware and glazier businessmen in the market. However, the climatic glass clothing for the constructions has got a good future because the subject company is one of the biggest firms in this sort of business. In other words, the company can make a great deal of profit out of this line of hardware and construction materials business in the years ahead.

The prices of various materials such as; frosted glass, mirror glass, reflective glass, colour glass, decorative glass, green glass, dark colour glass and car glass are given as below:

<u>Product Varieties</u>	<u>Wholesale Prices(TL)</u>	<u>Retail Prices(TL)</u>
Plain glass 3mm.	6,700,000	9,100,000
Frosted Glass(White)	8,000,000	10,800,000
Frosted Glass (Colour)	10,400,000	14,000,000
Float Glass (5mm.)	12,800,000	16,300,000

Float Glass (6mm.)	15,200,000	19,200,000
Bronze Glass(4mm.)	13,300,000	16,800,000
Bronze Glass (6mm.)	20,800,000	26,600,000
Reflective Glass (4mm.)	35,200,000	41,200,000
Mirror (3mm.)	15,000,000	18,700,000
Mirror (4mm.)	17,600,000	22,000,000
Green Mirror (4mm.)	21,300,000	27,300,000
Green Glass (4mm.)	14,400,000	18,400,000
Antique Mirror	150 Pounds Sterling	200 Pounds
Car Glass	57,600,000	72,500,000
Car Door Glass	125 pounds	125 Pounds
Besot 1cm.	1.5 Pounds	-
Besot 1.5 cm.	2.0 Pounds	-
Besot 2.0 cm.	40 ,000 , 000	-
Solar Glass(5 mm.)	41,400,000	48,500,000

Twin Glass Prices:

Plain Twin Glass	13.5 Pounds	16.5 Pounds
Colour Twin glass	16.5 Pounds	19.0 Pounds
Reflective Solar Glass	23.0 Pounds	26.0 Pounds
Elite Frosted Glass	16.5 Pounds	19.5 Pounds
Elite Colour Glass	18.0 Pounds	21.0 Pounds

4.4.Value Chain Analysis

The raw materials processed with the addition of some labour on it give the product, which means the outcome of the work. The sales and marketing includes the total cost of the work done. Then some amount of profit margin is added to the total cost to give the total price.

For the processing of the materials such as glass and etc. an infrastructure made up of machinery and equipment exist in the factory.

In summary the primary activities and costs are:

Inbound Operations Logistics	Outbound sales & Logistic Marketing	Profit Margin	Product
Support Activities:			
Product technology, Systems Development			
Human Resources Management			
General Administration			

4.4.1. Infrastructure:

The factory building is located at the Industrial Estate of Lefkoşa. Also, the machinery related fixed investment is comprised of these machines and equipment. The given money figures are estimated figures that have been given by the firm authorities.

- a) The washing and drying machines used in the production of the twin glass. (35,000 Pounds Sterling)
- b) Press Machine (30,000 Pounds Sterling)
- c) Movable Table (18,000 Pounds Sterling)
- d) Metal Strip Cutting Machine (3,000 Pounds Sterling)
- e) Moisturising Filling Machine (3,000 Pounds Sterling)
- f) Gluing Machine (12,000 Pounds Sterling)
- g) Decorating Machine (45,000 Pounds Sterling)
- h) Tilting Machine (5,000 Pounds Sterling)

In addition to the above machinery and equipment, the company also has got a retail selling show room where all the products and assemblies are displayed at the front of the factory. Furthermore, the firm has got 6 sales agencies or branches at various parts, such; in Lefkoşa, Asmaaltı, at Küçükaymaklı area, at Girne District and at Magusa district.

Also, the firm has four service vehicles with which all the services and other facilities are done.

4.4.2. Technology:

The company utilises the latest technology in the production of twin glass made products and the heat isolating glass. In general, the firm prefers to use the latest technology in all the areas of the production processes.

4.4.3. Human Resources and The Organisational Structure:

The total number of personnel employed in the company is of the amount of 20 of which categories are given as here below. There exist 6 branches at which both repair and sales services are given.

Director/Manager	2
Assistant Manager/Coordinator	2
Accountant	1
Accounting Officer	6
Administrative Secretary	1
Wholesale personnel/Skilled	1
Unskilled Worker/Driver	6
Marketing Chief	<u>1</u>

Sub Total	20
Employees working at branches	<u>20</u>
Total	40

The policy of the firm is to keep the personnel trained on the spot and at the work place. Sometimes it provides opportunities for the employees to attend the seminars conducted by other institutions.

2.2. Recommendations

4.4.4. Maintenance Services:

The maintenance and services of the machinery and equipment are the subjects that the company gives its utmost care.. In a routine basis all the machines are revised once a year.

5. CONCLUSIONS AND RECOMMENDATIONS

5.1. Conclusions

Yusuf Paralik & Co. Ltd., with a market share of 20% has its prominent ranking position of being the first. The reasons for this have been observed to be; the accumulated experience as a family business, the requirement of expertise in its production processes, the up graded new technologically advanced machines and equipment, having the policy of attributing much importance to its customers as well as its employees, the sole producer in some goods and having a good capital in order to withstand the economic inflationary pressures prevailing in the market.

After having a thorough analysis, one might conclude also that the firm's standing, financially, production wise, technologically and marketing wise, is fairly good. So, in the short run the firm will continue to be the leader in the sector business in the market.

However, in the long run, the firm must have a strategically long-term plan towards expanding the business and investments as well as the market.

The main problems of the firm, have been found out as; productivity, inventory control on some special materials or goods, advertisement, promotions, lowering the costs and opening more branches in other districts or areas of the country.

5.2. Recommendations

5.2.1. The company is advised to prepare a long term strategic plan for its growth, maintaining its position in the market, having an effective advertising campaign, projecting its financial investments and production in parallel.

5.2.2. Although the firm is the sole producer in the local market, it should diversify its products further. This will enhance the business and besides it will attract higher technology implementation.

5.2.3. Due to the reason that the expertise in the company carries a lot of significance for the flow of the production, there must also be a diversification of the expert personnel in the company for safer production.

5.2.4. The company is also advised to open branches throughout TRNC market and make more effective advertisement campaigns. In this way it is expected that more customers are attracted, the market share is increased and quality is also brought to higher levels.

5.2.5. A more effective and reliable personnel regime should be implemented for the future of the company. Besides, necessary training facilities, other educational opportunities and incentive plans should be put into force.

5.2.6. The company should orient a policy of having good relations with other firms in the business in order to ease the competition in the market. In this way, the firm may widespread their sole products and also expand its activities to the side industries.

REFERENCES:

5.2.7. In connection with the glass made products and related industries the firm may develop relations with the Turkish Companies to bring in more advanced technology and processes.

5.2.8. The firm may also be suggested to keep following up the developments in the construction sector, in order to further develop production schedule accordingly.

5.2.9. New markets in abroad or surrounding countries could be sought in the future.

5.2.10. Giving prompt service to customers, who are in need of repair service, is another issue to be resolved by establishing a permanent system together with extra hired skilled workers. This attempt will pave the way for gaining more trust and reputation in the market.

REFERENCES:

BREALEY, Richard and MYERS Stewart; principles of corporate finance

Business department's course notes for MAN 400

Course notes on the principles of management

HIRCHMAN O. Albert, the strategy of economic development

NICOLSON, Walter; Micro economic theory-basic principles and extensions

PARALIK, Yuksel; director of YUSUF PARALIK CO.LTD.

2001 transitional yearly programme of TRNC