

Prepared by : D. Ali KIZILYALÇIN

SUMMARY

The study entitled: “Study of Competitive and Cooperative Strategies from the Standpoint of Financial Management: The Sample of the Textile Sector in the Aegean Region” aims to investigate the effects of competitive and cooperative strategies on the competitive power and financial structures of enterprises.

At the theoretical section of the study notions of competition and cooperation are clarified first and then the condition of the textile sector at the world and in Turkey is put forward.

In the section on practical application, financial statements of three textile companies operating in the Aegean Region and traded in İstanbul Stock Exchange have been analyzed. In practical application, cost-volume-profit analysis has first been carried out. Ratio analysis, tendency percentage and percentage analysis techniques have been added to the section on practical application in order to support the analysis and to put forward the financial condition of the companies more clearly.

As a result of the practical application, it was found out that, of the three companies examined, Menderes Tekstil A.Ş. is in a better financial condition. Furthermore, the comparison made with the average figures of the sector has revealed that the results of the analysis of the companies are generally parallel with.

One of the conclusions drawn from the examination of the financial statements of the companies is that they do not set sufficient resources aside for research and development. Today, research and development is important for the textile sector, as in the case of all sectors. This conclusion carries even more importance considering that one of the most important problems of the textile and ready-wear companies in Turkey is brand building; because, today low-cost labor is no longer a competitive weapon for the textile and ready-wear sector.