

**NAME and SURNAME: Meral SABANCI**

**TITLE: THE COST MANAGEMENT APPROACH WITH STRATEGICAL MANAGEMENT VIEW AND AN IMPLEMENTATION IN COMPUTER MANAGEMENT**

**ABSTRACT**

Production centers which increased with the industry revolution have started a new marketing quest. Enterprises have begun to try to produce and sell more thanks to the new marketing quests. The dense efforts of the managements have formed the competition among the enterprises. Some enterprises were eliminated; some achieved to survive during this hard competition. The concept of strategical management has been emerged at this point.

Nowadays during which the borders removed, the world has been becoming the only market; enterprises have had no other choice except implementing strategical management policies to survive and to be alive. The managers have been benefiting from expenditure management approach while coming to decisions about strategical management. Expenditure management is used to keep the costs of the product at lowest level without making concessions of the quality of product.

This study has been prepared for analyzing the notion of expenditure management from the angle of strategical management. The complementary effect of expenditure management for strategical management decisions has been analyzed here.

Case study has been used during the practice step of this study. The enterprise has been analyzed with case study method.

**KEYWORDS**

Strategical Management, Cost Management, Management