Dedicated to my parents.

APPROVAL PAGE

I certify that this thesis satisfies all the requirements as a thesis for the degree of Master of Arts.

Assoc. Prof. Ahmet KARA
Head of Department

This is to certify that I have read this thesis and that in my opinion it is fully adequate, in scope and quality, as a thesis for the degree of Master of Arts.

Prof. Vildan SERİN
Supervisor

Examining Committee Members

Prof. Vildan SERİN

Assist. Prof. M. Nihat SOLAKOĞLU

Assoc. Prof. Erişah ARICAN

It is approved that this thesis has been written in compliance with the formatting rules laid down by the Graduate Institute of Social Sciences.

Assist.Prof. Mehmet ORHAN
Director

Date
August 2005

AUTHOR DECLARATIONS

The material included in this thesis has not been submitted wholly or in part for any academic award or qualification other than that for which it is now submitted.

Göksel Acar

August, 2005

ABSTRACT

GÖKSEL ACAR **August 2005**

This dissertation aims to define the relationship between percentage amounts of export to different counties or country groups made by SMEs, and the quality standards used by these SMEs.

The dissertation consists of four parts including introduction as the first part, in which the effects of globalization on SMEs, and increasing importance of SMEs are mentioned.

The second part is named as "Turkish an EU SMEs and quality aspects concerning SMEs" in which SME definitions of different institutions and organizations in Turkiye and EU advantages and disadvantages of SMEs, comparison of SMEs in Turkiye and EU, and most widely used quality standards and organizations are mentioned.

The third part of the thesis includes the comparison of SMEs in two cities; Istanbul and Gaziantep, with respect to the relation between percentage amounts of export to different countries and the quality standards applied, economic and technological circumstances of SMEs in corresponding cities, concerning efficiency, innovation , and the factors affecting regarding environments. This part also consists of survey findings for SMEs in two cities, the reasons underlying the selection of these cities, methodology of the survey, and the survey results.

The dissertation ends with a brief conclusion part concerning problems and the advices for SMEs.

Key words:

SME, EU, Quality Standards, Export Rates, Performance Measures.

KISA ÖZET

GÖKSEL ACAR **Ağustos 2005**

Bu tez KOBİler tarafından değişik ülke ve ülke guruplarına yapılan yüzde ihracat oranları ve bu KOBİler tarafından kullanılan kalite standartları arasındaki ilişkiyi tanımlamayı amaç edinmiştir.

Tez, globalleşmenin KOBİlere etkisi ve KOBİlerin artan önemini içeren giriş bölümünün ilk kısmını oluşturduğu dört ana bölümden oluşmaktadır.

İçinde Türkiye ve AB içindeki değişik kuruluş ve örgütler tarafından yapılan KOBİ tanımları, KOBİlerin avantaj ve dezavantajları, Türkiye ve AB' deki KOBİlerin karşılaştırması, ve yaygın kullanılan kalite standartları ve kalite kuruluşlarının bulunduğu ikinci kısım "Türk ve AB KOBİleri ve KOBİlerde kalite kavramı" diye adlandırılmıştır.

Tezin üçüncü kısmı İstanbul ve Gaziantep'teki KOBİleri değişik ülkelere yaptıkları ihracatın oranları ve kullandıkları kalite standartları arasındaki ilişki, iki şehirdeki KOBİleri çevreleyen ekonomik ve teknolojik ortamlar, ve bu ortamları etkileyen verimlilik, yenilik ve diğer faktörler gibi konulardan oluşmaktadır. Bu bölüm ayrıca, KOBİler için yapılan anket sonuçları, bu şehirlerin seçiliş nedenleri, anketin metodolojisi ve anket sonuçlarını da içerir.

Tez KOBİlerin problemleri ve KOBİler için çözüm önerilerinden oluşan kısa bir sonuç bölümüyle bitmektedir.

Anahtar Kelimeler

KOBİ, AB, Kalite Standartları, İhracat Oranları, Performans Ölçüleri.

LIST OF CONTENTS

LIST OF TABLES

LIST OF FIGURES

LIST OF APPENDICES

LIST OF ABBREVIATIONS

SME	Small and Medium Enterprises
EU	European Union
S. I. S.	State Institute of Statistics
ISO	International Standards Organization
CEN	European Committee for Standardization
CENELEC	European Committee for Electrotechnical Standardization
TSE	Turkish Standards Institution
KOSGEB	Small and Medium Industry Development Organization
QC	Quality Control
Cumm. Freq.	Cummulative Frequency
Freq.	Frequency
Std. Dev.	Standard Deviation

ACKNOWLEDGEMENTS

I gratefully acknowledge all those who has contributed to the preparation of this guide. I owe my special thanks to Prof. Vildan Serin who advised and supported me on this dissertation.

I should also mention Assist. Prof. Mehmet Nihat Solakoğlu who helped and advised on statistical framework of the thesis.

I should also mention Mr. Ali Coşkun who always motivated me to progress in this dissertation.

And special acknowledgement for the editing of the text goes to Orhan Eke, without whose helps not only in this work but all my other works could be excelled in terms of the use of English language.

I should also mention to great contributions of Kadir Can Yalçın, who has contributed in progress and format of the dissertation with his intelligent views.

INTRODUCTION

In contemporary world, national borders are no more sufficient for economies of countries. Economic borders have to exceed geographic limitations in order to be able to increase welfare and life standards of people.[1] This idea has been well formulated in "Eurapaeische Mittelstandsunion Meeting" held in November 1991 in Istanbul by a honorary speaker as following; borders down, profits up.[2]

Essentially, this phrase is simplification of actual paradigm of globalization. Because one of the most important and necessary preconditions of globalization is to exceed geographical borders. This requirement necessitates assessing changes and problems confronted in worldwide scales instead of national dimensions.

Fundamental reason of globalization is a kind of transition from industrial society to information society. However this time, transition is very rapid in comparison to transition from agricultural society to industrial society which had lasted hundreds of years. The societies which are unable to exceed that transition at the right time will go on with lower life standards in comparison to societies realized transition in its season.[3]

SMEs try to establish their own business and tend to be an active agent within market field instead of selling their labor force. These tendencies have been spreaded out all over the world for a few decades and basically it is the

---

[1] DPT Değerlendirme Raporu, BöIgesel Entegrasyonlar ve Türkiye, 1995, P.58

reflection of transition from industrial based mode of life to information based mode of life.[4] Moreover, SMEs in information society are different in nature from SMEs in industrial society. In comparison to previous stage of economic life, SMEs are not followers of the outmoded technologies, manufacturers of traditional product ranges having lack of interest to innovations and just interested in local and neighbor markets; on the contrary, they are open all innovations actively, perceiving market as global, accepting rules of free market economy and competition as indispensable fundamental precondition for their success and self-existence, perceiving enlargement as the main indicator for success, ready burdening rational risks according to analysis of marketing data.

With the increasing number of contributions of SMEs to the global economy in all aspects, they have been researched deeper than before. In EU, one of the priorities in 6th Framework Program has been appointed to SMEs. One of the major factors resulting in the difference between developed countries and developing countries is the share of SMEs in total export, total employment and total production of the nations. In developing countries, SMEs have higher share in the regarding issues.

In the last decades SMEs have begun participating much higher than before into global markets.[5] The entrance of SMEs into the global markets has led them to be more competitive and innovative, because of the harsh

---

[2] M. Tamer Müftüoğlu Türkiye'de Küçük ve Orta Ölçekli İşletmeler, 1998, P.1
[3] M. Tamer Müftüoğlu Türkiye'de Küçük ve Orta Ölçekli İşletmeler, 1998, P.3

global competition. The global trade also led SMEs to respond demands of demanders in different countries. Moreover, the alliances and integrations among countries, such as EU, CU and NAFTA, allowed them to trade more effectively in global arena because of removing quotas and tariffs. On the other hand, via entering the global markets SMEs have faced the problem of standardization. Different standards used by different counties have led problems about standardization. In order to avoid these problems, some standardization organizations, either local or global have been established. Some of these are ISO, CEN, CENELEC and TSE.[6] These organizations made it easier to standardize a product or service worldwide.

In case of standardization there is a huge difference between developing countries and developed countries.[7] In developing countries the issues of standardization and quality standards are not as vital as in developed countries. Especially EU has rigid standards in all products and services. For the exporter countries of EU, the standards and quality measures are prior in trade.

As the integration process between Türkiye and EU is improving, economical integration between two parts are getting stronger. To fully adopt to EU markets, Turkish business environment should destroy the differences with their counterparts in EU. One of the key elements of to

---

[4] Müslim Basılgan, Avrupa Birliği'nde ve Türkiye'de KOBİ'ler, 2003, P.34
[5] Sultan Serpil Yücesoy, AB'de KOBİler için Finansman Araçları, (İstanbul KOSGEB Yayınları : 2000) P.4
[6] Halis M. , Çalman İ., Kobilerde Kalite Yönetim Sistemi, "1. KOBİler ve Verimlilik Kongresi Kongre Kitabı", 2004 P. 286

eliminate the differences is to apply the quality standards of EU. This issue will not only increase the exports and sales, but also will be a good practice for the enterprises in order of EU integration. Sooner or later, when Türkiye becomes a member in EU the application quality aspects and measures will be a necessity for all enterprises.

Because of the reason mentioned above, Turkish SMEs should take care of quality standards, especially those of EU.

This dissertation mainly investigates the relationship between export rates to EU and quality standards applied in Turkish SMEs.

---

[7] Tahir Akgemci, Kobilerin Temel Sorunları ve Sağlanan Destekler (İstanbul: KOSGEB Yayınları,2001) P.5

CHAPTER 1

TURKISH AND EU SMEs AND QUALITY ASPECTS CONCERNING SMEs

This chapter consists of the definitions of SMEs in Türkiye and EU, as well as, some comparisons between Turkish and European SMEs, and some terminology on quality standards and standardization organizations.

1.1 Definition of SMEs

For the time being, it is quite difficult to do a widespread definition for SMEs. The definition of SMEs can vary between countries, regions, cultures, and economic structures. Hence it is not possible to do a broad SME definition that the whole world can be satisfied.[8]

In various countries, SME definitions are made depending upon qualitative and quantitative criteria.[9] These criteria may change due to the level of development of countries, and objective for which the definition is made. Some of the qualitative and quantitative criteria are mentione below;

- Quantitative Criteria: number of workers, amount of capital, total assets, yearly turnovers, production capacity, e.t.c.

---

[8] Tahir Akgemci, Kobilerin Temel Sorunları ve Sağlanan Destekler (İstanbul: KOSGEB Yayınları,2001) P.5
[9] Müslim Basılgan, Avrupa Birliği'nde ve Türkiye'de KOBİ'ler, (2003) P. 4

- Qualitative Criteria: level of proficiency and job diversification, level of implication of organizational structures, position of entrepreneur as a labor force contributing to the production, e.t.c.[10]

The number of criteria mentioned above can be increased, however, none of them is individually sufficient to make an accurate SME definition. Additionally, using more than one criteria may cause very complicated technical, administrative, and legislative problems.[11] Despite these facts, institiutions generally use the criteria of number of workers and amount of capital in definition of SMEs.

Although, there are numerous types of SME descriptions, the most common definition is made by Small Business Administration (SBA). According to this definition, SMEs are the enterprises that are operating independently and not dominant in the field it operates.[12]

1.1.1. SME Definitions in Türkiye

As mentioned above, there should be different definitions of SMEs even in different institutions in a country. The definition changes depending on the aim and scopes of institutions.

In Türkiye, some of the broadest used definitions made by institutions are mentioned below.

---

[10] Müslim Basılgan, Avrupa Birliği'nde ve Türkiye'de KOBİ'ler, (2003) P. 13
[11] Mehmet Civan, Mehmet Tekinkuş , "KOBİ'lerin AB'ye Uyum Süreci Gaziantep Örneği" Econturk, 2004, P. 2
[12] Mehmet Civan, Mehmet Tekinkuş , "KOBİ'lerin AB'ye Uyum Süreci Gaziantep Örneği" Econturk, 2004, P. 4

1.1.1.1. SME Definition of SIS:

DIE has taken the criteria of number of workers into account in defining SMEs. According to this definition;

- Enterprises that have a labor force between 1 and 9 workers is called Micro Enterprises,
- Enterprises that have a labor force between 10 and 49 workers is called Small Enterprises,
- Enterprises that have a labor force between 50 and 99 workers is called Medium Enterprises,
- Enterprises that have a labor force between 50 and 99 workers is called Big Enterprises.[13]

1.1.1.2. SME Definition of Halkbank:

Halkbank uses different definitions depending on the type of credit it provides.[14]

- For SME Industry Loans, SMEs are defined as the enterprises that have a labor force of at most 250 workers, and have net value of total machine and equipments does not exceed 400,000 YTL.
- For Subsidy Funds Loans, SMEs are defined as the enterprises that have a labor force of at most 150 workers, and have net

---

[13] Müslim Basılgan, Avrupa Birliği'nde ve Türkiye'de KOBİ'ler, (2003) P. 15
[14] Müslim Basılgan, Avrupa Birliği'nde ve Türkiye'de KOBİ'ler, (2003) P. 15

value of total machine and equipments does not exceed 100,000 YTL.[15]

1.1.1.3. SME Definition of KOSGEB:

In the definition of KOSGEB only the number of workers has been taken as base criteria. The definition made by KOSGEB is;

- The enterprises that have a labor force between 1 and 50 workers, are Small Sized Enterprises,
- The enterprises that have a labor force between 51 and 150 workers, are Medium Sized Enterprises,
- The enterprises that have a labor force more than 150 workers, are Big Sized Enterprises.[16]

1.1.1.4. SME Definition of Eximbank:

According to Eximbank definition, SMEs are the enterprises that have at most 200 workers.

1.1.1.5. SME Definition of Undersecretariat of Treasury and Foreign Trade

The definition brought by Undersecretariat Of Treasury And Foreign Trade takes the number of workers as base criteria. Additionally, it includes some of the conditions mentioned below:

"For all SMEs the share of capital that a big enterprise hold should not exceed 25%, and net value of machinary and equipment should not

[15] Müslim Basılgan, Avrupa Birliği'nde ve Türkiye'de KOBİ'ler, (2003) P. 16
[16] M. Altıntaş, Ekonomik Bütünleşmeler, Gümrük Birliği ve Türkiye, KOBİler Açısından Yaklaşım, (Ankara: Kosgeb Ankara Eğitim Merkezi, 1995) P. 80

exceed 400,000 YTL."After these conditions are satisfied, the enterprises are classified as;

- The enterprises that have a labor force between 1 and 9 workers, are Micro Sized Enterprises,
- The enterprises that have a labor force between 10 and 49 workers, are Small Sized Enterprises,
- The enterprises that have a labor force between 50 and 250 workers, are Medium Sized Enterprises.[17]

1.1.2. SME Definition in EU

Because there were different definitions of SMEs for different member countries and different institutions; in order to get rid of the conflicts EU has attempted to make a widespread definition of SME.

European Commision has made the following definition in April 3rd 1996.[18]

- The enterprises that have a labor force between 1 and 9 workers, are Micro Sized Enterprises,
- The enterprises that have a labor force between 10 and 49 workers having a yearly turnover at most 7 million € and 5 million € of total assets are Small Sized Enterprises,

[17] Mehmet Civan, Mehmet Tekinkuş , "KOBİ'lerin AB'ye Uyum Süreci Gaziantep Örneği" Econturk, 2004, P. 4
[18] Commision of the European Communities: Commision recommendation of 3 April 1996 concerning the Definition of SME, C 96 261 Final Brussels, 03/04/1996; p.3

- The enterprises that have a labor force between 50 and 249 workers having a yearly turnover at most 40 million € and 27 million € of balance sheet total are Medium Sized Enterprises.

After this definiton of European Commision there has been a lot of changes and in 2005 the following modifications are made in the definition;

- The turnover for Small Enterprises are increased from 7 million € to 10 million €.
- The turnover for Medium Enterprises are increased from 40 million € to 50 million €.
- The balance sheet total for Small Enterprises are increased from 5 million € to 10 million €.
- The balance sheet total for Medium Enterprises are increased from 27 million € to 43 million €.[19]

1.2. Advantages and Disadvantages of SMEs

Followings are the advantages of SMEs in an economy;

- SMEs are more flexible for consumers' preferences
- SMEs are more apt for innovations
- SMEs are technically efficient
- SMEs provide close interrelation among personnel
- SMEs have minimum buraeucracy
- SMEs promote indivudial savings

[19] http://europa.eu.int/comm/enterprise/enterprise_policy/sme_definition/index_en.htm

- SMEs support employment
- SMEs can interact easily with large enterprises in order to provide cooperation
- SMEs promote competition
- SMEs provide interregional balanced development

On the other hand, SMEs have the following disadvantages;

- Financial capacity and structure are not enough
- Management and organization systems are not sufficient and contemporary
- SMEs cannot market their products properly
- SMEs have problems in production processes
- SMEs personnel is not well qualified
- SMEs cannot keep their accounts in order to maintain healthy business
- SMEs cannot use technology and flow of information properly

1.3. Comparison Between SMEs in EU and Türkiye

The key role which the SMEs play in the economic life of a country has been appreciated very well and promoted not only because of their number and variety but also because of their

- inclusion in every aspect of the economy;
- contribution to industrialization and regional development;

- effect on unemployment problems;
- flexibility in manufacturing fields;
- respond to market forces;
- easy adaptation to new technologies.[20]

In Türkiye, SMEs consist of 98.8% of all enterprises.[21] This rate is 99.8% in EU. The share of SMEs in employment is 45.6%, however this rate is also close to EU average (46%).[22] In total GDP 37,7% is held by SMEs in Turkey, but in EU it is 44%.

The following are comparisons of SMEs in EU and Türkiye made by a foundation called Konrad Adenauer Foundation in the year of 2001.[23]

- The average employment per SME is 6 workers in EU, and 2-3 workers in Türkiye.
- Average annual governmental incentives gathered is 1,105 £ in EU, and only 200 £ in Türkiye.
- 70 % of SMEs do not have sufficient information on financing instruments in EU, and more than 90 % in Türkiye.
- Confidentiality on return of loans are high in SMEs in EU, however Turkish SMEs are not confidential.
- Modern financial models such as venture capital and leasing are

[20] Tahir Akgemci, Kobilerin Temel Sorunları ve Sağlanan Destekler (İstanbul: KOSGEB Yayınları,2001) P.5
[21] Mehmet Civan, Mehmet Tekinkuş , "KOBİ'lerin AB'ye Uyum Süreci Gaziantep Örneği" Econturk, 2004, P. 6
[22] Mehmet Civan, Mehmet Tekinkuş , "KOBİ'lerin AB'ye Uyum Süreci Gaziantep Örneği" Econturk, 2004, P. 4

widely used in EU, while in Türkiye such financing models are not used very broadly.

- The share of technological investments supported by universities is 20 % of all technology investments in EU, however this rate is too insignificant compared to EU.
- Annual business volume per SME is 780,000£ in EU, and just 200,000 £ in Türkiye.

It is clear that there are quite large differences between Turkish and EU SMEs. On the other hand, economic reforms and stabilization policies applied by the last 2 governments in Türkiye led to a more stable and growing economy. This will lead SMEs more competitive in global markets especially in EU. Also the position of Türkiye as a candidate will help Turkish SMEs to apt themselves into new financial instruments and innovations.

1.4. Quality Standard Organizations

1.4.1. CEN (The European Committee for Standardization)

CEN is founded in 1961in Paris under the aegis of AFNOR (the National Member for France). In 1975, CEN moved to Brussels, acquired formal Statutes and was registered as a non profit-making, international, and scientific and technical institution.[24]

CEN aims to promote voluntary technical harmonization in Europe in conjunction with worldwide bodies and its partners in Europe. CEN works in

---

[23] Mehmet Civan, Mehmet Tekinkuş , "KOBİ'lerin AB'ye Uyum Süreci Gaziantep Örneği" Econturk, 2004,

conjunction with other private or public organizations, representing European and worldwide interests. In particular, it has an agreement for technical cooperation (the Vienna Agreement) with ISO, and some other big standard organizations.[25]

The member countries of CEN are Austria, Belgium, Hungary, Czech Republic, Denmark, Finland, France, Greece, Hungary, Iceland, Ireland, Italy, Luxemburg, Malta, Netherlands, Norway, Portugal, Slovakia, Spain, Sweden, Switzerland, and United Kingdom.[26]

CEN has also connections with institutions that are national standards bodies of Central and Eastern European countries which can in principle become members of the Union or EFTA, and which therefore can become full National Members of CEN. Current CEN affiliates are Albania; Bulgaria; Croatia; Cyprus; Estonia; Latvia; Lithuania; Poland; Romania; Slovenia; The former Yugoslav Republic of Macedonia; Turkey.[27]

1.4.2. CENELEC (The European Committee for Electrotechnical Standardization)

CENELEC was created in 1973 as a result of the merger of two previous European organizations; CENELCOM and CENEL.[28] CENELEC is a non-profit technical organization setting up under Belgian law and composed of the National Electrotechnical Committees of 23 European countries. In addition,

---

P. 5
[24] www.cenorm.be
[25] www.cenorm.be
[26] www.cenorm.be
[27] www.cen.org

12 National Committees from Central and Eastern Europe including Türkiye are participating in CENELEC work with an affiliate status.[29] CENELEC members have been working together in the interests of European harmonization since the 1950s, creating both standards requested by the market and harmonized standards in support of European legislation and which have helped to shape the European Internal Market. CENELEC works with 35,000 technical experts from 22 European countries.

CENELEC's main aim is to prepare voluntary electro technical standards that help develop the single European market / European economic area for electrical and electronic goods and services removing barriers to trade, creating new markets and cutting compliance costs.

1.4.3. ISO (International Organization For Standardization)

ISO which has founded in 1941, is one of the world's leading developers of International Standards. The headquarters office of ISO is in Switzerland. ISO has member institutions in 146 countries. ISO is a global network that identifies what international standards are required by business, government and society, develops them in partnership with the sectors that will put them to use, adopts them by transparent procedures based on national input and delivers them to be implemented worldwide.[30]

ISO has a current portfolio of 15.036 standards that provide practical solutions and achieve benefits for almost every sector of business, industry

---

[28] www.cenelec.org
[29] www.tse.gov.tr

and technology. ISO cooperates closely with most of the specialized agencies and bodies of the United Nations that are involved in technical harmonization and assistance to developing countries.

ISO also maintains working relations with regional standards organizations, many of whose members also belong to ISO. In addition, several hundred specialized organizations representing trade or regulatory sectors participate in developing ISO standards.[31]

1.4.4. TSE (Institute of Turkish Standards)

TSE has been established in 1960 for the purpose of preparing standards for every kind of item and products together with procedure and service. The Institute is responsible to the Prime Ministry of Türkiye.[32]

The institute is a public founding which is conducted according to the special rules of law and has a juristic personality. Its abbreviation and trademark is TSE. This mark is represented in different ways. This mark can not be used without the permission of TSE in no way and under no condition. Only the standards that have been accepted by TSE get the name of Turkish Standards. These standards are voluntary and can be made compulsory by the approval of the ministry that the standard is relevant to.

---

[30] www.iso.org
[31] www.tse.org.tr
[32] www.tse.org.tr

CHAPTER 2

ANALYSIS OF SURVEY FINDINGS IN GAZIANTEP AND ISTANBUL

This chapter consists of the information regarding the survey which is including general information, foreign trade, quality, innovation, and performance measures of SMEs in Istanbul and Gaziantep.

The aim in doing this survey is to reveal the differences on the issues of export / sales rates of SMEs for different countries or country groups, quality standards used in each SME, the performance measures of SMEs in participants' aspect, and information, technology, and talent measures of SMEs in two cities.

2.1. The Choice of Cities

As mentioned above, two big cities of Turkey has been chosen as the survey area. The main reasons underlying this choice consist of two major factors;

- Regional factors
- Economical factors

2.1.1. Regional Factors

The locations of two cities are one of the major factors of choice. Istanbul is located very close to Europe, and as it is the biggest city in Türkiye in all aspects, Istanbul is taken into account as the city close to EU. On the other hand, Gaziantep is located eastern part of southern Türkiye, and is located on the way connecting east and western parts of Türkiye. The transportation to two cities are quite easy from everywhere in Türkiye. This features made the corresponding two cities the major trade and industry area in the regions they belong.

2.1.2. Economical Factors

The economic and business environments of two corresponding cities are also one of the reasons of choice. As it is obvious, Istanbul is the biggest city and center for business environment in Türkiye. As seen the table below, in 2005 for the first 5 months Istanbul has the greatest export rates in Türkiye with its 16.294.089.000 $. This amount is more than half of all exports achieved in Türkiye (28,972,898,000$).

Gaziantep, on the other hand, is the leading city in the southern part of Türkiye in exports. In the table below it is indicated that Gaziantep is ranked as seventh city in most exporting cities.

TABLE 1. LEADING EXPORTING CITIES IN TÜRKIYE IN FIRST 5 MONTH PERIODS OF 2004 AND 2005 (SOURCE:DTI)

	1000 $	
	January - May	
City	2004	2005
İSTANBUL	13,566,041	16,294,089
BURSA	2,157,813	2,335,346
İZMİR	1,570,229	1,804,749
KOCAELİ (İZMİT)	758,178	1,281,188
SAKARYA (ADAPAZARI)	680,076	1,087,976
ANKARA	844,985	1,035,235
GAZİANTEP	463,378	650,110
DENİZLİ	447,576	531,993
ADANA	446,946	486,076

One of the main aims of this survey is foreign trade relation of SMEs with EU. So that, despite Adana has a higher industry level than Gaziantep, Gaziantep is selected because of its higher export amount compared to Adana.

2.2. Methodology Used

2.2.1. Sources and Preparation of Survey

The survey is prepared via benefiting other survey done on this subject.

One of the surveys benefited was the survey applied by Assist. Prof. Mehmet Civan and, Assist. Prof. Mehmet Tekinkuş to SMEs in Gaziantep.[33]

Other source benefited is the survey applied by EC to all enterprises in 2002 and 2003. After the main body of the survey has originated, the questions and choices are modified with regard to the aim of survey. Another point about the survey is the monetary and production capacity amounts are avoided to be included in the survey. Because, it has been noticed from the past experiences that most of enterprises does not want to give monetary amounts or production amounts in the survey. Instead of monetary amounts the rates and percentage amounts are included in the survey. This resulted in participants feel more comfortable and give accurate information.

2.2.2. Collecting Data

The survey is done in industry areas in both cities. In Gaziantep there are 4 major industry sites, approximately 75% of surveys are applied in these places. In Istanbul, 50% of surveys are done in industry site of Hadımköy. And 50% are applied randomly to the various firms. Most of the surveys are applied as an interview in the workplace. This style of surveying led the participants to take care of survey and increased accuracy.

2.2.3. Processing Data Collected in Survey

After survey has been applied, the data are written in Microsoft Excel spreadsheets for both cities. Afterwards, the data are compared and classified into questions and, finally data of two cities are compared with respect to questions.

---

[33] Mehmet Civan, Mehmet Tekinkuş , "KOBİ'lerin AB'ye Uyum Süreci Gaziantep Örneği" Econturk, 2004, P.8

The tables and graphics also have been prepared using Microsoft Excel. Then, some of data analysis, such as “T Tests” has been applied.

2.3. Survey Results

2.3.1. GENERAL INFORMATION ON SMEs

Questions from 1 to 4 reveals the general information on enterprises participated in the survey in two cities.

2.3.1.1 Industrial Analysis

The first question in the survey is about the sectors which the enterprise operates in.

TABLE 2. INDUSTRIAL CLASSIFICATION OF ENTERPRISES IN SURVEY

		Gaziantep				Istanbul		
		Cumm. Freq.	Freq.	%		Cumm. Freq.	Freq.	%
1	Ready Wear	8	8	10%		10	10	14%
2	Weaving	21	13	15%		15	5	7%
3	Food	30	9	11%		28	13	18%
4	Agriculture	36	6	7%		36	8	11%
5	Service	39	3	4%		39	3	4%
6	Chemicals & plastics	74	35	42%		63	24	33%
7	Electronics	74	0	0%		71	8	11%
8	Other	84	10	12%		73	2	3%

According to the responses seen in table above;

- Percentage of enterprises operating in ready wear sector in Gaziantep is 10%, whereas in Istanbul it is 14%.
- Percentage of enterprises operating in weaving sector in Gaziantep is 15%, whereas in Istanbul it is 7%.
- Percentage of enterprises operating in food sector in Gaziantep is 11%, whereas in Istanbul it is 18%.
- Percentage of enterprises operating in agriculture sector in Gaziantep is 7%, whereas in Istanbul it is 11%.
- Percentage of enterprises operating in service sector in Gaziantep is 4%, whereas in Istanbul it is 4%.
- Percentage of enterprises operating in chemicals and plastic derivatives sector in Gaziantep is 42%, whereas in Istanbul it is 33%.
- Percentage of enterprises operating in electronics sector in Gaziantep is 0%, whereas in Istanbul it is 11%.
- Percentage of enterprises operating in other sectors in Gaziantep is 12%, whereas in Istanbul it is 3%.

2.3.1.2 Number of Employees

Second question on the survey is about number of labor force in the enterprise.

TABLE 3. NUMBER OF LABOR IN ENTERPRISES

		Gaziantep				Istanbul		
		Cum. Freq.	Freq.	%		Cum. Freq.	Freq.	%
1	1 - 10	21	21	25%		9	9	12%
2	11 - 50	59	38	45%		50	41	56%
3	51 - 100	78	19	23%		61	11	15%
4	101 - 250	84	6	7%		73	12	16%
5	250 and over	84	0	0%		73	0	0%

For the second question the following information is obtained.

- Percentage of enterprises whose labor force is between 1 and 10 is 25% in Gaziantep, whereas 12% in Istanbul.
- Percentage of enterprises whose labor force is between 11 and 50 is 45% in Gaziantep, whereas 56% in Istanbul.
- Percentage of enterprises whose labor force is between 51 and 100 is 23% in Gaziantep, whereas 15% in Istanbul.
- Percentage of enterprises whose labor force is between 101 and 250 is 7% in Gaziantep, whereas 16% in Istanbul.

2.3.1.3 Legal Form of Enterprise

In third question of the survey, the legal forms of ownership were asked and following information is collected.

TABLE 4. LEGAL FORM OF THE ENTERPRISES

		Gaziantep				Istanbul		
		Cum. Freq.	Freq.	%		Cum. Freq.	Freq.	%
1	Corporation	5	5	6%		7	7	10%
2	Collective Firm	30	20	24%		19	12	16%
3	Limited Company	73	43	51%		61	42	58%
4	Sole proprietorship	84	16	19%		73	12	16%

- 5% of firms in Gaziantep is corporation, while % 10 in Istanbul.
- 24% of firms in Gaziantep is collective firms, while %16 in Istanbul.
- 51% of firms in Gaziantep is limited companies, while %58 in Istanbul.
- 19% of firms in Gaziantep is sole proprietorship companies, while %16 in Istanbul.

2.3.1.4 The Lifetime of the Enterprise

Fourth question investigates for how many years the enterprise operates.

TABLE 5. OPERATING YEARS OF ENTERPRISES

		Gaziantep				Istanbul		
		Cumm. Freq	Freq.	%		Cumm. Freq	Freq.	%
1	Between 1 and 5	10	10	12%		17	17	23%
2	Between 6 and 10	39	29	35%		42	25	34%
3	Between 11 and 15	62	23	27%		60	18	25%
4	Between 16 and 20	72	10	12%		69	9	12%
5	21 and over	84	12	14%		73	4	5%

The data collected have been divided into 5 year scale groups, and following information have been acquired.

- Of the enterprises operating in Gaziantep 12% is operating for at most 5 years, while in Istanbul 23% is operating for at most 5 years.
- Of the enterprises operating in Gaziantep 35% is operating between 6 and 10 years, while in Istanbul 34% is operating for between 6 and 10 years.
- Of the enterprises operating in Gaziantep 27% is operating between 11 and 15 years, while in Istanbul 25% is operating for between 11 and 15 years.
- Of the enterprises operating in Gaziantep 12% is operating between 16 and 20 years, while in Istanbul 12% is operating for between 16 and 20 years.

- Of the enterprises operating in Gaziantep 14% is operating for more than 20 years, while in Istanbul 5% is operating for more than 20 years.

2.3.2 Export And Import Situations Of SMEs

This part of the survey examines the export and import performances of SMEs and the countries that the SMEs have trade contacts.

2.3.2.1. The Share of Exports in Total Sales

In the fifth question the participants were asked about share of the exports in total sales, and the information below were obtained.

TABLE 6. SHARE OF EXPORTS IN TOTAL SALES OF ENTERPRISE

		Gaziantep				Istanbul		
		Cum. Freq.	Freq.	%		Cum. Freq.	Freq.	%
1	% 0	27	27	32%		18	18	25%
2	% 1 - % 20	42	15	18%		32	14	19%
3	% 21 - % 40	62	20	24%		45	13	18%
4	% 41 - % 60	73	11	13%		54	9	12%
5	% 61 - % 80	84	11	13%		69	15	21%
6	% 81 - % 100	84	0	0%		73	4	5%

- In Gaziantep the share of enterprises participated in the survey that do not export is 32%, whereas in Istanbul it is 25%.
- In Gaziantep 18% of participants have the Export - Sales ratio between 1% and 20%, while in Istanbul 19% of participants have the corresponding ratio.

- In Gaziantep 24% of participants have the Export - Sales ratio between 21% and 40%, while in Istanbul 18% of participants have the corresponding ratio.
- In Gaziantep 13% of participants have the Export - Sales ratio between 41% and 60%, while in Istanbul 12% of participants have the corresponding ratio.
- In Gaziantep 13% of participants have the Export - Sales ratio between 61% and 80%, while in Istanbul 21% of participants have the corresponding ratio.
- In Gaziantep 0% of participants have the Export - Sales ratio of 100% ,which means fully exporting, while in Istanbul 5% of participants have the corresponding ratio.

2.3.2.2. Import of Raw Materials, e.t.c.

The sixth question examines, whether or not, the enterprise imports any raw material or etc.

TABLE 7. IMPORT OF RAW MATERIALS IN ENTERPRISE

		Gaziantep				Istanbul		
		Cum. Freq.	Freq.	%		Cum. Freq.	Freq.	%
1	Yes	40	40	48%		31	31	42%
2	No	84	44	52 %		73	42	58%

- In Gaziantep, 48% of participants replied the regarding question as “Yes”, and 52% replied as”No”.

- In Istanbul, 42% of participants replied the regarding question as "Yes", and 58% replied as "No".

2.3.2.4. Share of Country Groups in Total Export and Import

The seventh question is very essential and is a milestone for the subsequent questions. In seventh question, the participants are asked two main parts of foreign trade.

2.3.2.4.1. Share of Country Groups in Total Export

The first and the most essential part investigates the export percentages of enterprise with respect to countries and country groups. In second part, above rates are examined for imports.

TABLE 8. SHARE OF COUNTRY GROUPS IN TOTAL EXPORT OF ENTERPRISE

		Gaziantep				Istanbul		
		Average Exports	%	St. dev.		Average Exports	%	St. dev.
1	EU countries	0.058	6%	0.114		0.189	19%	0.201
2	Other European Countries	0.131	13%	0.241		0.168	17%	0.187
3	Russia and Middle Asia	0.240	24%	0.247		0.296	30%	0.294
4	Iran Iraq Syria	0.354	35%	0.319		0.239	24%	0.353
5	Arabic Countries	0.195	20%	0.236		0.084	8%	0.139
6	Far East	0.021	2%	0.071		0.009	1%	0.043
7	Other	0.000	0%	0.000		0.016	1%	0.064

After the data are collected and ordered, a hypothesis have been made and have been tested.

According to the responses of participants the following information is gathered:

- Of all exports made by participants of Gaziantep 6% is made to EU countries, whereas this rate is 19% for participants in Istanbul.
- Of all exports made by participants of Gaziantep 13% is made to other European countries, whereas this rate is 17% for participants in Istanbul.
- Of all exports made by participants of Gaziantep 24% is made to Russia, and Middle Asia, whereas this rate is 30% for participants in Istanbul.
- Of all exports made by participants of Gaziantep 35% is made to Iran, Iraq, and Syria, whereas this rate is 24% for participants in Istanbul.
- Of all exports made by participants of Gaziantep 20% is made to Arabic countries, whereas this rate is 8% for participants in Istanbul.
- Of all exports made by participants of Gaziantep 2% is made to Far East, whereas this rate is 1% for participants in Istanbul.
- Of all exports made by participants of Gaziantep 0% is made to other countries, whereas this rate is 1% for participants in Istanbul.

2.3.2.4.1.1. Hypothesis Testing on Export Rates of Two Cities

As mentioned above, there has been a hypothesis applied and tested.

Firstly, the share of exports to EU countries and other European countries for both cities have been summed up, then they have been tested using Microsoft Excel Data Analysis tool. Afterwards, the data are processed by Excel in order to get the t test results, assuming unequal variances.

The hypothesis and findings are as follows.

$H_0 : X_G > X_I$

$H_1 : X_G \leq X_I$

Where,

X_G denotes "Ratio of Exports to European Countries of Participants in Gaziantep",

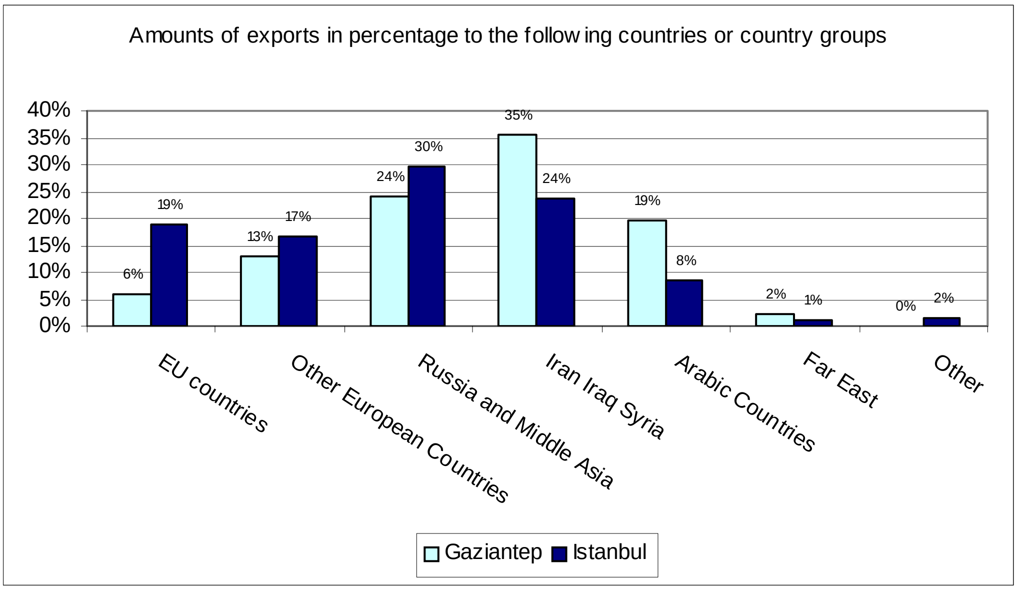
X_I denotes "Ratio of Exports to European Countries of Participants in Istanbul".

TABLE 9. RESULTS OF T-TEST ON HYPOTHESIS 1

t-Test: Two-Sample Assuming Unequal Variances		
	Gaziantep	Istanbul
Mean	0.1333	0.2836
Variance	0.0574	0.0999
Observations	84	73
Degree of freedom	133	
t Stat	-3.3158	
P(T<=t) one-tail	0.0006	
t Critical one-tail	-1.6564	
P(T<=t) two-tail	0.0012	
t Critical two-tail	1.9780	

As seen from the table 9, t-stat of the test is -3,3158 which is much less than the “t critical point for one tail” (-1,6564). This measure shows us the fact that the share of exports to European countries in all exports in Gaziantep are much less than that of Istanbul.

FIGURE 1. SHARE OF COUNTRY GROUPS IN TOTAL EXPORT OF ENTERPRISE



2.3.2.4.2. Share of Country Groups in Total Import

The second part of the seventh question is about import shares of countries for firms in the two corresponding cities.

TABLE 10. SHARE OF COUNTRY GROUPS IN TOTAL IMPORT OF ENTERPRISES

		Gaziantep				Istanbul		
		Average Imports	%	St. Dev.		Average Imports	%	St. Dev.
1	EU countries	0.242	24%	0.366		0.155	15%	0.271
2	Other European Countries	0.051	5%	0.223		0.024	2%	0.097
3	Russia and Central Asia	0.082	8%	0.254		0.115	12%	0.300
4	Iran Iraq Syria	0.000	0%	0.000		0.061	6%	0.242
5	Arabic Countries	0.090	9%	0.194		0.033	3%	0.111
6	Far East	0.438	44%	0.439		0.521	52%	0.439
7	Other	0.103	10%	0.307		0.091	9%	0.292

According to the survey results,

- Firms in Gaziantep makes 24% of their imports from EU countries, while firms in Istanbul makes 15%.
- Firms in Gaziantep makes 5% of their imports from other European countries, while firms in Istanbul makes 2%.
- Firms in Gaziantep makes 8% of their imports from Russia and Central Asia, while firms in Istanbul makes 12%.
- Firms in Gaziantep makes 0% of their imports from Iran, Iraq, and Syria, while firms in Istanbul makes 6%.
- Firms in Gaziantep makes 44% of their imports from Far East, while firms in Istanbul makes 52%.
- Firms in Gaziantep makes 10% of their imports from other countries, while firms in Istanbul makes 9%.

2.3.2.5. The Degree of Effects of Problems in Exports

In the eighth question, the barriers against exports and their significances are investigated. It is desired that, the responders would evaluate the factors mentioned above from 1 to 5 according to their importance. 1 is quite insignifiant, and incrasing to 5, quite significant.

TABLE 11. PROBLEMS AFFECTING EXPORTS OF ENTERPRISES

		Gaziantep			Istanbul	
		Mean	St. Dev.		Mean	St. Dev.
1	Financial Problems	3.97	0.79		3.30	1.29
2	Volatility in Exchange Rates	3.90	1.07		4.21	1.19
3	Capacity problems	2.54	0.97		3.23	1.20
4	Marketing problems	3.63	0.97		3.77	0.99
5	R&D Problems	3.22	1.08		2.94	1.23
6	Technological Problems	3.33	1.23		3.61	1.29
7	Remove of Quotas against China	3.54	1.35		3.61	1.51
8	Lack of Qualified Labor	2.75	1.16		3.49	1.13

Survey results are as follows;

- Financial problems in exports have a mean value of 3.97 in Gaziantep, and 3.30 in Istanbul.
- Exchange rate volatility problem has a mean value of 3.90 in Gaziantep, and 4.21 in Istanbul.
- Capacity problems in exports have a mean value of 2.54 in Gaziantep, and 3.23 in Istanbul.

- Marketing problems in exports have a mean value of 3.63 in Gaziantep, and 3.77 in Istanbul.
- R&D problems in exports have a mean value of 3.22 in Gaziantep, and 2.94 in Istanbul.
- Technological problems in exports have a mean value of 3.33 in Gaziantep, and 3.61 in Istanbul.
- Problems caused by removal of quotas against China in exports have a mean value of 3.54 in Gaziantep, and 3.61 in Istanbul.
- Problems caused by lack of qualified labor in exports have a mean value of 2.75 in Gaziantep, and 3.49 in Istanbul.

2.3.2.6. Global Competitiveness of the Enterprises

The ninth question on survey is about what the participants think about their global competitive powers. In the question it is asked that, whwther they believe they have sufficient competitive power in global markets.

TABLE 12. GLOBAL COMPETITIVENESS OF THE ENTERPRISES

		Gaziantep				Istanbul		
		Cumm. Freq.	Freq.	%		Cumm. Freq.	Freq.	%
1	Yes	24	24	30%		20	20	27%
2	No	81	57	70%		73	53	73%

The information obtained is as follows,

- 30% of participants in Gaziantep thinks that they have sufficient competitive power against global rivals, 70% think that they do not.
- 27% of participants in Istanbul thinks that they have sufficient competitive power against global rivals, 73% think that they do not.

In this question, Istanbul SMEs are less confident about global market. The reason underlying this result is especially Chinese threat for exports. After China entered to the global markets, Turkish exporters, especially on textile sector, are suffering a harsh price competition with their Chinese rivals, and they have lost their competitive power. [34]

2.3.3. The Quality Standard Aspects in SMEs

This section of the survey investigates quality standards used, the information sources used, difficulties faced in standards, future plans on standards, quality of the products on the producers eye, and whether there is a QC department in SMEs. The questions between 10 and 16 are related with this subject.

2.3.3.1. The Quality Standards Used in SMEs

The tenth question examines which quality standards are used by the firms. This question is one of the core questions of survey. The standards in the choices are catergorized as ISO, CE, and TSE standards. The answers to

[34] Müslim Basılgan, Avrupa Birliği'nde ve Türkiye'de KOBİ'ler (2003), P.76

this question will provide us the relationship between export amounts to EU and the quality standards applied. The answers to this question are as follows;

TABLE 13. QUALITY STANDARDS USED BY ENTERPRISES

		Gaziantep			Istanbul	
		freq.	%		freq.	%
1	TSE	46	55%		53	73%
2	ISO	22	26%		36	49%
3	EU standards	14	17%		23	32%
4	Company's own standards	43	51%		31	42%
5	Depending upon customer preferences	47	56%		28	38%

- Of all participants in Gaziantep, 55% has TSE standards; and in Istanbul 73% of participants has TSE standards.
- Of all participants in Gaziantep, 26% has ISO standards; and in Istanbul 49% of participants has ISO standards.
- Of all participants in Gaziantep, 17% has European standards; and in Istanbul 32% of participants has European standards.
- Of all participants in Gaziantep, 51% has its own standards; and in Istanbul 42% of participants has its own standards.
- Of all participants in Gaziantep, 56% adopts customer preferences; and in Istanbul 38% of participants adopts customer preferences.

2.3.3.1.1. The Relationship Between Exports to European Countries and Quality Standards Applied

The quality standards and exports are closely related issues in foreign trade. Especially developed countries are very attentive in the quality standards of products they import.[35] On the other hand, importers of developing countries does not search for quality standards as much as the developed countries do, because usually they can not afford the cost of standards in the product. Starting out these facts, it can be stated that; increase in amount of export to Europe leads the exporting firms to adopt quality standards. The difference in the share of exports to EU countries between Gaziantep and Istanbul affects the quality standards applied by the firms in the corresponding cities. To test this claim "t test" is applied. Firstly, the differences of european quality standards between two cities is tested. The answers of companies to the regarding question for both cities have been tested using Microsoft Excel Data Analysis tool. Afterwards, the data are processed by Excel in order to get the "t test" results, assuming unequal variances.

According to this test;

$H_0 : Q_G > Q_I$

$H_1 : Q_G \leq Q_I$

Where,

Q_G denotes "European quality standards, that firms in Gaziantep apply"

Q_I denotes "European quality standards, that firms in Istanbul apply"

Test findings are as follows;

TABLE 14. RESULTS OF T-TEST ON HYPOTHESIS 2

t-Test: Two-Sample Assuming Unequal Variances		
	Gaziantep	**Istanbul**
Mean	0.1566	0.3056
Variance	0.1337	0.2152
Observations	83	72
Degree of Freedom	134	
t Stat	-2.1960	
P(T<=t) one-tail	0.0149	
t Critical one-tail	-1.6563	
P(T<=t) two-tail	0.0298	
t Critical two-tail	-1.9778	

Here the "t Stat" is -2.1960. which is less than the "one tail t critical point" (-1.6563). This means that H_0 is rejected. In other words, the claim of higher european quality standards in Istanbul than that of in Gaziantep is correct.

Secondly, the difference in overall quality standard applications in firms of two regarding cities is tested. The sum of Turkish Standards, European Standards, and ISO Standards for each firm in the corresponding city is obtained by summing the answers in Microsoft Excel. Then, the same tests are applied. The hypothesis and and the results are as follows;

---

[35] Müslim Basılgan, Avrupa Birliği'nde ve Türkiye'de KOBİ'ler (2003), P.82

$H_0 : OQ_I > OQ_G$

$H_1 : OQ_I \leq OQ_G$

Where,

OQ_G denotes "Quality standards in total, that firms in Gaziantep apply"

OQ_I denotes "Quality standards in total, that firms in Istanbul apply"

Test findings are as follows;

TABLE 15. RESULTS OF T-TEST ON HYPOTHESIS 3

t-Test: Two-Sample Assuming Unequal Variances		
	Gaziantep	*Istanbul*
Mean	0.8795	1.5139
Variance	0.9609	1.3237
Observations	83	72
Degree of Freedom	134	
t Stat	-3.6648	
P(T<=t) one-tail	0.0002	
t Critical one-tail	-1.6563	
P(T<=t) two-tail	0.0004	
t Critical two-tail	-1.9778	

According to test results, "t Stat" is -3.6648 which is less than the "one tail t critical point" (-1.6563). This means that H_0 is rejected. In other words, the claim of totally higher quality standards in Istanbul than that of in Gaziantep is correct.

2.3.3.2. The Sources of Information About Standards

Eleventh question in the survey is about the information sources of firms in the field of quality standards. According to survey findings;

TABLE 16. INSTITUTIONS WHICH ENTERPRISES GET INFORMATION ABOUT STANDARDS

		Gaziantep			Istanbul	
		freq	%		freq	%
1	TSE	43	59%		53	73%
2	Chambers of Trade and Industry	56	77%		59	81%
3	Europe Information Centers	17	23%		32	44%
4	Other	5	7%		6	8%

- 59 % of participants in Gaziantep gather the information on qualities from TSE, whereas 73% of participants in Istanbul gather the information on qualities from TSE.
- 77 % of participants in Gaziantep gather the information on qualities from Chambers of Trade and Industry , whereas 81% of participants in Istanbul gather the information on qualities from Chambers of Trade and Industry.
- 23 % of participants in Gaziantep gather the information on qualities from Europe Information Centers, whereas 44% of participants in Istanbul gather the information on qualities from Europe Information Centers.
- 7 % of participants in Gaziantep gather the information on qualities from other sources, whereas 8% of participants in Istanbul gather the information on qualities from other sources.

2.3.3.3. The Difficulties About Standards

In twelfth question of the survey the barriers and difficulties about standards are asked to the participants. The following information is obtaied:

TABLE 17. DIFFICULTIES WHICH ENTERPRISES EXPERIENCE ON QUALITY STANDARDS

		Gaziantep			Istanbul	
		freq.	%		freq.	%
1	The difficulties in reaching to the information on new standards.	31	42%		10	14%
2	The difficulties in understanding new standards on the product.	50	68%		40	55%
3	The difficulties in applying the standards.	33	45%		50	68%
4	Other	0	0%		2	3%

- 42% of participants in Gaziantep are complaining of the difficulties in reaching to the information on new standards, while in Istanbul this rate is 14%.
- 68% of participants in Gaziantep are complaining of the difficulties in understanding new standards on the product., while in Istanbul this rate is 55%.
- 45% of participants in Gaziantep are complaining of the difficulties in applying new standards on the product., while in Istanbul this rate is 68%.
- 0% of participants in Gaziantep are complaining of some other difficulties on standards, while in Istanbul this rate is 3%.

2.3.3.4. The Future Plans of SMEs on Standards

Thirteenth question examines the prospects of firms about standards. Following information is obtained for this question;

TABLE 18. FUTURE PLANS OF ENTERPRISES ON STANDARDS

		Gaziantep				Istanbul		
		Cum. Freq.	Freq.	%		Cum. Freq.	Freq.	%
1	Turkish Standards (TSE) will be applied.	9	9	11%		4	4	5%
2	ISO standards will be applied.	19	10	12%		13	9	12%
3	EU standards will be applied.	49	30	36%		34	21	29%
4	No change will take place.	84	35	42%		73	39	53%

- 11% of participants in Gaziantep stated that they will apply Turkish Standards, on the other hand 5% of participants in Istanbul will apply Turkish Standards.
- 12% of participants in Gaziantep stated that they will apply ISO Standards, on the other hand 12% of participants in Istanbul will apply ISO Standards.
- 36% of participants in Gaziantep stated that they will apply EU Standards, on the other hand 29% of participants in Istanbul will apply EU Standards.
- 42% of participants in Gaziantep stated that they do not think any change on standards, on the other hand 53% of participants in Istanbul do not think any change on standards.

2.3.3.5. The Quality Control of Products in SMEs

Fourteenth question in the survey investigates whether the enterprises check the quality of the products produced, or services rendered. To this question, all of the participants in both cities responded as "Yes".

TABLE 19. QUALITY CONTROLS MADE IN ENTERPRISE

		Gaziantep			Istanbul	
		Freq.	%		Freq.	%
1	Yes	84	100%		73	100%
2	No	0	0%		0	0%

2.3.3.6. The Quality Control Departments in SMEs

Fifteenth question is very strongly related with the previous (fourteenth) question in the survey. As mentioned above, fourteenth question investigates whether the enterprises check the quality; fifteenth question examines whether the enterprises have a quality control department or not.

TABLE 20. THE ENTERPRISES HAVING QC DEPARTMENT

		Gaziantep				Istanbul		
		Cum. Freq.	Freq.	%		Cum. Freq.	Freq.	%
1	Yes	49	49	58%		54	54	74%
2	No	84	35	42%		73	19	26%

Fifteenth question is very strongly related with the previous (fourteenth) question in the survey. As mentioned above, fourteenth question investigates whether the enterprises check the quality; fifteenth question examines whether the enterprises have a quality control department or not.

Actually the answers to this question is the key answer to the quality aspects of the enterprises, because having a quality department is one of the key parts for the degree of taking care of quality in the firms.

Additionally, all quality standards require a seperate quality control (QC) department in the firms. From this point of view, having a QC department is a good measure for the firm’s quality evaluation.

According to the survey results as revealed in the table 20;

- 58% of enterprises in Gaziantep have a QC department, while in Istanbul this amount is 74%.
- 42% of enterprises in Gaziantep do not have a QC department, while in Istanbul this amount is 26%.

Since QC departments are a part of standards, the findings on the difference between QC departments of two cities are correlated to the findings on standards.

2.3.3.7. The Evaluation of Product Quality in Entrepreneur’s Eye

Sixteenth question investigates the evaluation of quality of the products by the producers.

TABLE 21. EVALUATION OF QUALITY OF PRODUCTS IN PRODUCER'S EYE

		Gaziantep				Istanbul		
		Cum. Freq.	Freq.	%		Cum. Freq.	Freq.	%
1	Too inadequate	2	2	2%		1	1	1%
2	Inadequate	4	2	2%		6	5	8%
3	Neutral	21	17	20%		18	12	16%
4	Adequate	72	55	65%		54	36	50%
5	Too adequate	81	9	11%		72	18	25%

The results are as follows;

- 2% of producers in Gaziantep think that the quality of products are quite inadequate, whereas 1% of producers in Istanbul think that the quality of products are quite inadequate.
- 2% of producers in Gaziantep think that the quality of products are inadequate, whereas 8% of producers in Istanbul think that the quality of products are inadequate.
- 20% of producers in Gaziantep think that the quality of products are neutral, whereas 16% of producers in Istanbul think that the quality of products are neutral.
- 65% of producers in Gaziantep think that the quality of products are adequate, whereas 50% of producers in Istanbul think that the quality of products are adequate.

- 11% of producers in Gaziantep think that the quality of products are quite adequate, whereas 25% of producers in Istanbul think that the quality of products are quite adequate.

2.3.3.8. Pursue the Innovations on Product

The seventeenth question in the survey tries to find out the question of how the entrepreneur pursues the innovations about the products. This question mainly investigates about innovation in products, as well as the pursue of enterprise about the product. According to the survey results;

TABLE 22. HOW THE ENTERPRISE PURSUE INNOVATIONS

		Gaziantep			Istanbul	
		freq.	%		freq.	%
1	Via the R&D unit in the firm	13	15%		15	21%
2	Via the Fairs abroad	30	35%		31	42%
3	Via the domestic fairs.	57	68%		56	77%
4	Via investigating similar products.	37	44%		51	70%
5	Via signing patents and license contracts for new products.	16	19%		32	44%
6	Via evaluating the changes of customer terms in orders.	58	69%		49	67%
7	Via pursuing the publications on the products.	39	46%		46	63%

The seventeenth question in the survey tries to find out the quesstion of how the entrepreneur pursues the innovations about the products. According to the survey results;

- 15% of enterprises in Gaziantep follows the innovations via R&D unit, while in Istanbul 21% of the firms follows the innovations via their R&D units.
- 35% of enterprises in Gaziantep follows the innovations via participating in international fairs, while in Istanbul 42% of the firms follows the innovations via participating in international fairs.
- 68% of enterprises in Gaziantep follows the innovations via participating in domestic fairs, while in Istanbul 77% of the firms follows the innovations via participating in domestic fairs.
- 44% of enterprises in Gaziantep follows the innovations via investigating similar products, while in Istanbul 70% of the firms follows the innovations via investigating similar products.
- 19% of enterprises in Gaziantep follows the innovations via signing patents and license contracts for new products, while in Istanbul 44% of the firms follows the innovations via signing patents and license contracts for new products.
- 69% of enterprises in Gaziantep follows the innovations via evaluating the changes of customer terms in orders, while in Istanbul 67% of the firms follows the innovations via evaluating the changes of customer terms in orders.

- 46% of enterprises in Gaziantep follows the innovations Via pursuing the publications on the products., while in Istanbul 63% of the firms follows the innovations Via pursuing the publications on the products.

2.3.3.8. The Availibility of Products with Respect to EU Standards

Eighteenth question examines the sufficiency of quality of products in general for European Standards. The results are somehow attractive, because; according to the survey findings, there are some companies whose products have enough quality to have european standards however, they do not have quality standards. The reason underlying this fact is the difficult procedures, instructions, and cost of European Quality Standards. Another important point for this question is that, more than 20% of firms in both cities do not know whether their general product quality is sufficient for European Standards. This point is a drawback for Turkish companies which operate in a country on the verge of EU.

TABLE 23. AVAILIBILITY OF PRODUCTS FOR EU STANDARDS

		Gaziantep				Istanbul		
		cum. Freq.	freq.	%		cum. Freq.	freq.	%
1	They are sufficient.	26	26	31%		24	24	33%
2	Not sufficient, but they will be in the short run.	49	23	28%		50	26	35%
3	Not sufficient, and no change will take place.	56	7	8%		58	8	11%
4	I do not know whether the products are sufficient or not.	84	28	33%		73	15	21%

General findings for question eighteen is as follows;

- 31% of firms in Gaziantep considers that, their products have sufficient quality measures for European Standards, whereas 33% of firms in Istanbul consider this.
- 28% of firms in Gaziantep considers that, their products will be sooner sufficient for European Standards, whereas 35% of firms in Istanbul consider this.
- 8% of firms in Gaziantep considers that, their products are not sufficient for European Standards and there will be no change; whereas 11% of firms in Istanbul consider this.
- 33% of firms in Gaziantep state that they do not know whether their products are sufficient for European; whereas 21% of firms in Istanbul consider this.

2.3.4. Consultancy and Information Technologies Used

2.3.4.1. Consultancy Services Benefited

Nineteenth question investigates, which institutions mentioned below does the enterprise take support in order to increase the talent and information level of the enterprise.

TABLE 24. SOURCES OF CONSULTANCY THAT ENTERPRISES BENEFIT

		Gaziantep			Istanbul	
		freq.	%		freq.	%
1	Consultants	9	11%		14	19%
2	Bank and auditors	15	18%		4	5%
3	Customers and suppliers	51	61%		49	67%
4	Other entrepreneurs	38	45%		44	60%
5	Business and trade organizations	32	38%		37	51%
6	Public Authorities	1	1%		2	3%
7	Universities	8	10%		13	18%
8	Personnel	43	51%		44	60%
9	None	9	11%		2	3%

The results which also mentioned in the table above are as follows;

- 11% of firms take support of consultants in Gaziantep; while it is 14% in Istanbul.
- 18% of firms take support of bank and auditors in Gaziantep; while it is 5% in Istanbul.
- 61% of firms take support of customers and suppliers in Gaziantep; while it is 67% in Istanbul.
- 45% of firms take support of other entrepreneurs in Gaziantep; while it is 60% in Istanbul.
- 38% of firms take support of trade organizations in Gaziantep; while it is 51% in Istanbul.

- 1% of firms take support of public authorities in Gaziantep; while it is 3% in Istanbul.
- 10% of firms take support of universities in Gaziantep; while it is 18% in Istanbul.
- 51% of firms take support of its own personnel in Gaziantep; while it is 60% in Istanbul.
- 11% of firms take no support in Gaziantep; while it is 3% in Istanbul.

2.3.4.2. Information Technologies Used

20th question is on the information technologies used in SMEs. This question gives us idea about the technological level and computer level of enterprises.

TABLE 25. INFORMATION TECHNOLOGIES USED BY ENTERPRISES

		Gaziantep			Istanbul	
		freq.	%		freq.	%
1	Computers	82	98%		73	100%
2	Network	27	32%		40	55%
3	Internet Connection	69	82%		66	90%
4	Web page of company	44	52%		43	59%
5	Other	3	4%		6	8%
6	None	0	0%		0	0%

According to the results, the following information is gathered;

- Nearly all enterprises in Gaziantep (98%), and in Istanbul (100%) have at least one PC in the firm.

- The rate of enterprises in Gaziantep which have a network connection between the computers is 32%, while in Istanbul it is 55%.
- The rate of firms which have an internet connection in Gaziantep is 82%, while in Istanbul it is 90%.
- In Gaziantep 52% of firms have a web page, while in Istanbul 59% have a web page.

2.3.5. Capacity and Performance measures of SMEs

Questions from 21 to 23 are about the production capacity of the firms. The last 3 questions are about the performance measures of SMEs.

2.3.5.1. Capacity Levels of SMEs

Answers to the 21st question reveals what level of its capacity does the enterprise use. The results are as follows;

TABLE 26. CAPACITY LEVELS OF THE ENTERPRISES

		Gaziantep				Istanbul		
		cum. Freq.	freq.	%		cum. Freq.	freq.	%
1	Less than 30 %	10	10	12%		5	5	7%
2	30 % - 60 %	39	29	35%		17	12	16%
3	61 % - 80 %	78	39	47%		57	40	55%
4	81 % - 100 %	83	5	6%		73	16	22%

- 12% of firms in Gaziantep uses its capasity in less than 30%, while 7% of firms in Istanbul uses its capasity in less than 30%.

- 35% of firms in Gaziantep uses its capasity between 30% and 60%, while 16% of firms in Istanbul uses its capasity between 30% and 60%.
- 47% of firms in Gaziantep uses its capasity between 60% and 80%, while 55% of firms in Istanbul uses its capasity between 60% and 80%.
- 6% of firms in Gaziantep uses its capasity between 80% and 100%, while 22% of firms in Istanbul uses its capasity between 80% and 100%.

As it is obvious from the results, firms in Istanbul are using their capacity more efficiently than the ones in Gaziantep.

2.3.5.2. Factors Affecting Capacity Levels of SMEs

22nd question investigates the negative effects of factors seen in table above to the capacity problems of firms in two cities. The participants are wanted to rank in the 5 scale measure, the following items with respect to their negative effects on capacity.

TABLE 27. FACTORS AFFECTING CAPACITY LEVELS OF THE ENTERPRISES

		Gaziantep			Istanbul	
		Mean	St. Dev.		Mean	St. Dev.
1	Financial Problems	3.62	1.34		3.76	1.22
2	Marketing Problems	3.50	1.12		3.35	1.03
3	Lack of Qualified Labor Force	3.06	1.20		2.82	1.11
4	Raw Material problems	3.55	1.16		3.29	1.41

According to the results;

- In Gaziantep, participants rated financial effects on capacity 3.62/5.00; whereas in Istanbul participants rated this issue as 3.76/5.00.
- In Gaziantep the issue of marketing problems is rated as 3.50/5.00; whereas in Istanbul it is rated as 3.35/5.00.
- In Gaziantep the issue of lack of qualified labor force is rated as 3.06/5.00; whereas in Istanbul it is rated as 2.82/5.00.
- In Gaziantep the issue of raw material problems is rated as 3.55/5.00; whereas in Istanbul it is rated as 3.29/5.00.

2.3.5.2. Desire to Increase Capacity in SMEs

Question 23 of the survey examines the desire of capasity increase of the firms in two corresponding cities. According to the results;

TABLE 28. DESIRE OF INCREASING CAPACITY IN ENTERPRISES

		Gaziantep			Istanbul	
		freq	%		freq	%
1	Yes	61	73%		60	82%
2	No	22	27%		13	18%

- In Gaziantep 73% of enterprises want to increase the capacity; while in Istanbul, this rate is 82%.

- 27% of enterprises do not want to increase their capacity in Gaziantep, while in Istanbul it is 18% that the firms do not want to increase their capacity.

2.3.5.4. Overall Performance of the Firm

Last two questions of the survey are about performances of the firms. In these questions various performances of the firms and the factors affecting these performances are inquired.

Question 24 mainly examines the performance of the firms with respect to some criteria including overall performance, performance compared to rivals, profitability, sales performance, customer satisfaction, market share performance, and export sales performance. These criteria are inquired over a 5 scale rate for which 1 is the least satisfactory level and, 5 is the highest satisfactory level.

TABLE 29. OVERALL PERFORMANCE OF ENTERPRISES

		Gaziantep			Istanbul	
		Mean	st. Dev		Mean	st. Dev
1	Overall Performance	3.71	0.57		3.95	0.60
2	Performance compared to Rivals	3.89	0.69		3.66	0.92
3	Profitability	2.90	0.86		3.14	0.92
4	Sales Performance	3.73	0.72		3.78	0.87
5	Customer Satisfaction	4.13	0.53		4.30	0.66
6	Market Share Performance	3.43	0.91		3.26	0.90
7	Export Sales Performance	2.46	1.20		2.86	1.35

According to the survey results of question 24;

- Overall performance of the firms in Gaziantep is rated as 3.71/5.00, and in Istanbul it is rated as 3.95/5.00.
- Performance of the firms compared to rivals in Gaziantep is rated as 3.89/5.00, and in Istanbul it is rated as 3.66/5.00.
- Profitability of the firms in Gaziantep is rated as 2.90/5.00, and in Istanbul it is rated as 3.14/5.00.
- Sales performance of the firms in Gaziantep is rated as 3.73/5.00, and in Istanbul it is rated as 3.78/5.00.
- Customer satisfaction performance of the firms in Gaziantep is rated as 4.13./5.00, and in Istanbul it is rated as 4.30/5.00.
- Market Share performance of the firms in Gaziantep is rated as 3.43/5.00, and in Istanbul it is rated as 3.26/5.00.
- Export sales performance of the firms in Gaziantep is rated as 2.46/5.00, and in Istanbul it is rated as 2.86/5.00.

2.3.5.5. **Factors Affecting Overall Performance of SMEs**

Question 25 inquires the rate of effect of factors mentioned in the table below to the performance of the company. These factors are inquired over a 5 scale rate for which 1 is the least effective and, 5 is the most effective.

TABLE 29. FACTORS AFFECTING PERFORMANCE OF ENTERPRISES

		Gaziantep			Istanbul	
		mean	st. Dev.		mean	st. Dev.
1	Lack of Qualified Labor Force	3.13	1.23		3.77	1.02
2	Inadequate Financial Structure	3.67	1.32		3.50	1.35
3	Incapability of Applying New Technologies	3.15	1.07		3.26	1.33
4	Incapability of Applying New Organization Types	2.57	1.17		2.69	1.36
5	Lack of Quality Management	2.44	1.25		2.73	1.33
6	Legal Procedures	3.65	1.01		3.58	0.99
7	Lack of Sufficient Infrastructure	2.28	1.02		2.28	0.92

- The effect of lack of qualified labor force in Gaziantep firms is rated as 3.13, while in Istanbul it is rated as 3.77.
- The effect of inadequate financial structure in Gaziantep firms is rated as 3.67, while in Istanbul it is rated as 3.50.
- The effect of incapability of applying new technologies in Gaziantep firms is rated as 3.15, while in Istanbul it is rated as 3.26.
- The effect of incapability of applying new organization types in Gaziantep firms is rated as 2.57, while in Istanbul it is rated as 2.69.
- The effect of lack of quality management in Gaziantep firms is rated as 2.44, while in Istanbul it is rated as 2.73.

- The effect of legal procedures in Gaziantep firms is rated as 3.65, while in Istanbul it is rated as 3.58.
- The effect of lack of sufficient infrastructure in the firms of both cities is rated as 2.28.

CHAPTER 3

CONCLUSIONS

SMEs are the main actors of Turkey in order to generate a competitive economy which would make possible to compete with other economic entities in free market economies.[36]

The survey reveals the positive relation between exports to EU and quality measures. Basically, the increase in the export share of EU countries in total exports will lead more quality standards for regarding products applied. In order to prove this, the export shares of SMEs in two cities which are located in different regions of Türkiye are compared. In the city located in western part and closer to EU, because the regarding export share is higher, quality standards applied are higher than that of city further to EU.

By means of standardization and quality control certification programs in manufacuring processes of products, Turkey has problems relating to these standards even if there had been regulations in standards with EU.[37] It is obvious in the survey findings that, in Türkiye especially in southern and eastern parts, the quality and standardization aspects are quite insufficient with respect to their counterparts in EU. Most of SMEs in Turkey does not contact legal offices even if state offices give them promotion and closeness without any charge since SMEs in Turkey generally do not make export, but

---

[36]Tahir Akgemci, Kobilerin Temel Sorunları ve Sağlanan Destekler (İstanbul: KOSGEB Yayınları,2001) P.40

[37] Abdullah Yılmaz, KOBİlerin Türkiye Ekonomisindeki Yeri ve Sorunları, 2000 P.73

they manufacture for domestic market.[38]

Another important point in the survey exposed the fact that one of the major problems in SMEs are financial problems. The most highly rated problem of SMEs in both cities is the financial problem. The capital amounts and business volume of Turkish enterprises are quite insufficient with regards to their european counterparts. The reasons underlying this fact is the weak financial structure of SMEs, as well as the lack of demand of SMEs for incentives, loans and new financial instruments in Türkiye.[39]

Additionally, Turkish enterprises do not make marketing research or feasibility sufficiently when they attempt to make an investment for a business.

Another fact revealed in the survey is the fact that Turkish SMEs ignores marketing research. Especially, lower exporting SMEs are suffering from marketing problems because, their marketing information covers just their local market, they do not have an ability to take steps for national and global context.

Another point for SMEs in Turkey is that, SMEs do not have tradition to take advice of experts relating to their financial, managerial, quality control, production, marketing, accounting and industrial problems. On the other hand, consultancy for SMEs are one of the key elements in european SME policies.

---

[38] M. Tamer Müftüoğlu, Türkiye'de Küçük ve Orta Ölçekli İşletmeler, 1998, P.3
[39] Murat Alper Öztürk, KOBİlerin Finansman Sorunları ve Çözüm Önerileri, 1999, P. 4

According to the survey results, one of the facts revealed is that, SMEs are not effectively using their capacities, and also there is a huge difference in capacity rates between two cities. The SMEs in Istanbul are more efficiently using their capacity compared to the ones those of Gaziantep.

Another fact in the survey reveals the performance differences between two cities. The rate of profitability is quite interesting. In fact, this ranking is subjective, in other words; it is related to personal thoughts and values. Although all input prices are much higher in Istanbul than in Gaziantep, the profitability of Istanbul is higher. The main reason causing this fact is that SMEs in Istanbul are producing more value added products and also they are using resources more efficiently, than the ones in Gaziantep.

APPENDIX A

THE QUESTIONNAIRE (TURKISH)

AB'YE GİRİŞ SÜRECİNDE KOBİLER

Sayın Yetkili,

Bu anket Fatih Üniversitesi Sosyal Bilimler Enstitüsü Ekonomi Bölümü'nde yapmakta olduğum Yüksek lisans tezine kaynak teşkil etmek üzere hazırlanmıştır ve tamamen bilimsel amaçlıdır.

Bu ankette firmanızın ismi yer almayacak, ve bilgileriniz gizli tutulacaktır. Cevaplarınız diğer katılımcıların anketleri ile birlikte toplu olarak incelenecektir.

Bu araştırmanın doğru sonuçlar vermesi için yapacağınız katkılar ve ayırdığınız zaman için şimdiden teşekkür eder, iş yaşamınız ve bundan sonraki çalışmalarınızda başarılar dilerim.

GÖKSEL ACAR
Fatih Üniversitesi
gacar@fatih.edu.tr

1 - İşletmenizin faaliyet alanı nedir?

- ☐ Hazır giyim
- ☐ Dokumacılık
- ☐ Gıda
- ☐ Tarım
- ☐ Hizmet
- ☐ Kimyasallar (Plastik vb.)
- ☐ Elektronik
- ☐ Diğer (Lütfen Belirtiniz: ....)

2 - İşletmenizde kaç kişi çalışmaktadır?

- ☐ 1 - 10
- ☐ 11 - 50
- ☐ 51 - 100
- ☐ 101 - 250
- ☐ 250 üzeri

3 - İşletmenizin hukuki yapısı nedir?

- ☐ Anonim Şirket
- ☐ Kollektif Şirket
- ☐ Limited Şirket
- ☐ Diğer (Lütfen Belirtiniz: ....)

4 - İşletmeniz kaç yıldır faaliyet gösteriyor? ....

5 - İhracatınızın toplam satışlarınız içindeki payı ne kadardır? (Yüzde olarak)

- ☐ % 0
- ☐ % 1 - % 20
- ☐ % 21 - % 40
- ☐ % 41 - % 60
- ☐ % 61 - % 80
- ☐ % 81 - % 100

6 - Yurtdışından hammadde vb. İthalatınız var mı?

- ☐ Evet
- ☐ Hayır

7 - Aşağıdaki ülke ya da ülke gruplarına yaptığınız ihracat ve ithalat miktarını yüzde olarak belirtiniz.
Toplam ihrac edilen ürün miktarı / ülkeye ihraç edilen ürün miktarı

	% ihracat	% ithalat
AB ülkeleri		
Diğer Avrupa Ülkeleri		
Rusya ve Türki Cumhuriyetler		
Irak İran Suriye		
Arap Yarımadası		
Uzakdoğu		
Diğer		

8 - İşletmenizin ihracat konusunda karşılaştığı sorunları değerlendirir misiniz?

	Hiç etkili değil	Etkili değil	Nötr	Etkili	Çok etkili
Finansman sorunu					
Döviz kurundaki dalgalanmalar					
Kapasite sorunu					
Pazarlama sorunu					
Araştırma geliştirme					
Teknoloji sorunu					
Çin'e uygulanan kotanın kalkması					
Nitelikli işgücü eksikliği					
Diğer (lütfen belirtiniz..					

9 - Uluslararası pazarlarda rekabet gücünüzün yeterli olduğuna inanıyor musunuz?

☐ Evet
☐ Hayır

10 - Aşağıdaki standartlardan hangilerini uyguluyorsunuz.
(Birden fazla seçeneği işaretleyebilirsiniz)

☐ TSE standartlarına uyuluyor.
☐ ISO 9000 standartlarına uyuluyor.
☐ AB standartlarına uyuluyor.
☐ Firmanın kendi standartlarını uygulanıyor.
☐ Alıcının isteklerine uyuluyor.

11 - Standartlar ile ilgili bilgiyi nereden alıyorsunuz?
(Birden fazla seçeneği işaretleyebilirsiniz)

☐ TSE
☐ Sanayi Ticaret Odaları
☐ Avrupa Bilgi Merkezleri
☐ Diğer (Lütfen belirtiniz: ....)

12 - Standartlar ve standardizasyon ile ilgili en çok karşılaştığınız problemler aşağıdakilerden hangisi / hangileridir?
(Birden fazla seçeneği işaretleyebilirsiniz)

☐ Yeni standartlarla ilgili bilgilere ulaşma zorluğu
☐ Piyasada ürün ile ilgili standartların tam olarak anlaşılır olmaması
☐ Standartların tam olarak uygulanmasının zorluğu
☐ Diğer (Lütfen belirtiniz: ....)

13 - Standartlar konusundaki hedefiniz nedir?

☐ TSE standartları uygulanacak.
☐ ISO 9000 standartları uygulanacak.
☐ AB standartlarına "CE" geçilecek.
☐ Herhangi bir değişiklik düşünülmüyor.

14 - İşletmenizde kalite kontrolü yapıyor musunuz?

☐ Evet
☐ Hayır

15 - İşletmenizde kalite kontrol departmanı var mıdır?

☐ Evet
☐ Hayır

16 - Ürünlerinizin kalite güvence standartlarını nasıl değerlendiriyorsunuz.

	Hiç yeterli değil	Yeterli değil	Nötr	Yeterli	Çok yeterli
İşletmenizin kalite güvence standartları					

17 - Ürünlerinizle ilgili yenilikleri ne şekilde takip ediyorsunuz?
(Birden fazla seçeneği işaretleyebilirsiniz)

☐ İşletme içinde faaliyet gösteren Ar - Ge birimiyle
☐ Yurtdışındaki fuarlar vasıtasıyla
☐ Yurtiçindeki fuarlara katılarak
☐ Yurtiçindeki benzer ürünleri inceleyerek
☐ Ürün patent ve lisans anlaşmaları yaparak
☐ Müşterilerin sipariş şartlarındaki değişiklikleri değerlendirerek
☐ Dergi, broşür, vb. gibi sektörle ilgili yayınları takip ederek

18 - Ürettiğiniz ürünler genel olarak AB standardı "CE" almaya uygun mudur?

- [ ] Uygundur.
- [ ] Uygun değildir, kısa vadede uygun hale gelecektir.
- [ ] Uygun değildir, herhangi bir değişiklik yapılmayacaktır.
- [ ] Ürünlerimizin "CE"'ye uygun olup olmadığını bilmiyorum.

19 - İşletmenizin bilgi ve yetenek düzeyini arttırmaya yünelik olarak aşağıdaki kişi ve kuruluşlardan hangilerinden destek alıyorsunuz?
(Birden fazla seçeneği işaretleyebilirsiniz)

- [ ] Danışmanlar
- [ ] Bankalar ve Denetçiler
- [ ] Müşteri ve tedarikçiler
- [ ] Diğer Girişimciler
- [ ] İş ve ticaret Kuruluşları
- [ ] Kamu otoriteleri
- [ ] Üniversiteler
- [ ] Kurum içi personel
- [ ] Hiçbiri

20 - Aşağıdaki Bilgi İletişim Teknolojilerinden hangilerini kullanıyorsunuz?
(Birden fazla seçeneği işaretleyebilirsiniz)

- [ ] Masa üstü bilgisayarlar (Lütfen idari personel başına düşen bilgisayar miktarını yazınız................)
- [ ] Network ağı
- [ ] İnternet bağlantısı
- [ ] İşletmeye ait web sayfası
- [ ] Diğer (Lütfen Belirtiniz : ....)
- [ ] Hiçbiri

21 - Yıllık kapasite kullanım oranınızı belirtiniz.

- [ ] % 30'ın altında
- [ ] % 31 - % 60 arası
- [ ] % 61 - % 80 arası
- [ ] % 81 - % 100 arası

22 - Aşağıdaki faktörleri işletmenizin tam kapasiteyle çalışmasını engellemeleri açısından değerlendiriniz.

	Hiç etkili değil	Etkili değil	Nötr	Etkili	Çok etkili
Finansman sorunu					
Pazarlama sorunu					
Nitelikli işgücü eksikliği					
Hammadde sorunu (pahalı, yetersiz, kalitesiz vb)					

23 - İşletmenizde kapasite artırmayı düşünüyor musunuz?

- [ ] Evet
- [ ] Hayır

24 - İşletmenizin performansını aşağıdaki kriterler ışığında değerlendiriniz.

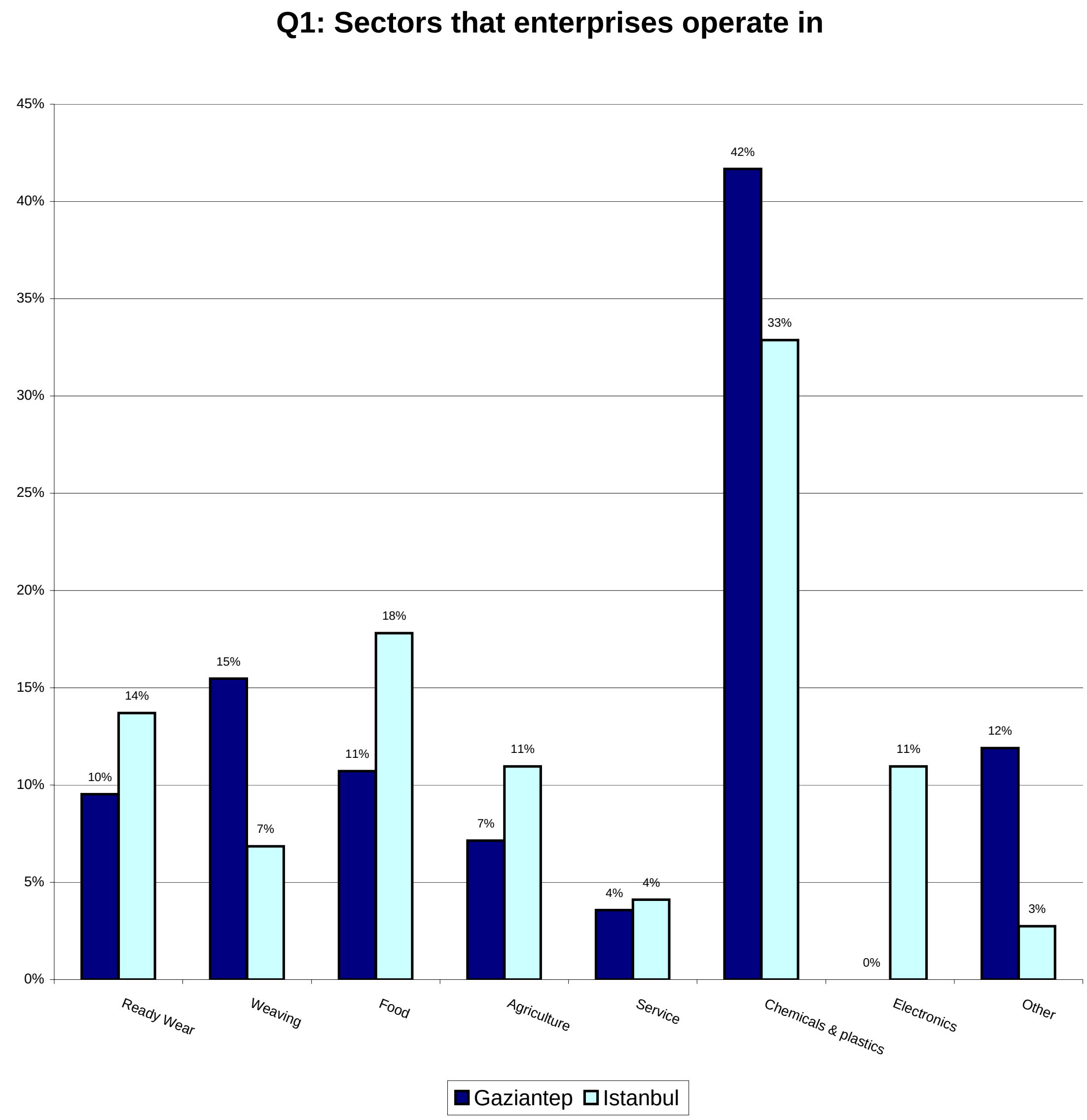
	Hiç iyi değil	İyi değil	Orta	İyi	Çok iyi
İşletmenin genel olarak performansı					
İşletmenin rakiplere göre performansı					
Karlılık					
Satış performansı					
Müşteri memnuniyeti					
Pazar payı performansı					
İhracat satış performansı					

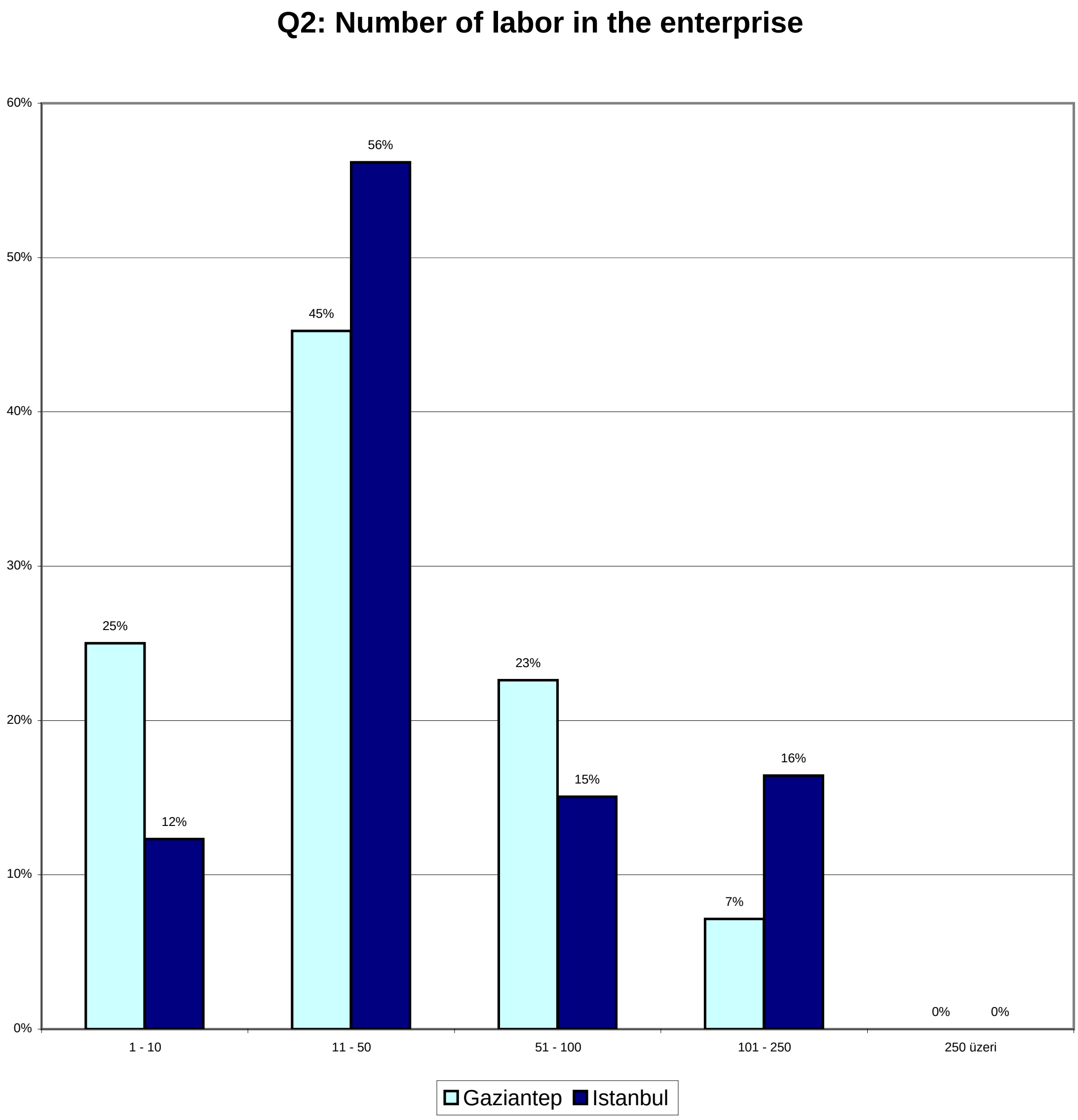
25 - Aşağıdakilerden hangileri işletmenizin performansının düşmesine neden olan faktörlerdendir?
Performansın düşmesine etkilerini değerlendiriniz

	Hiç etkili değil	Etkili değil	Nötr	Etkili	Çok etkili
Nitelikli Personel Eksikliği					
Finansman Yetersizliği					
Yeni Teknolojileri Uygulayamama					
Yeni Örgütlenme Biçimlerini Uygulayamama					
Kalite Yönetiminin olmaması					
Yasal Prosedür ve yükümlülükler (Bürokrasi, vergi, vs.)					
Altyapı Eksikliği (Yol, Elektrik, vs.)					

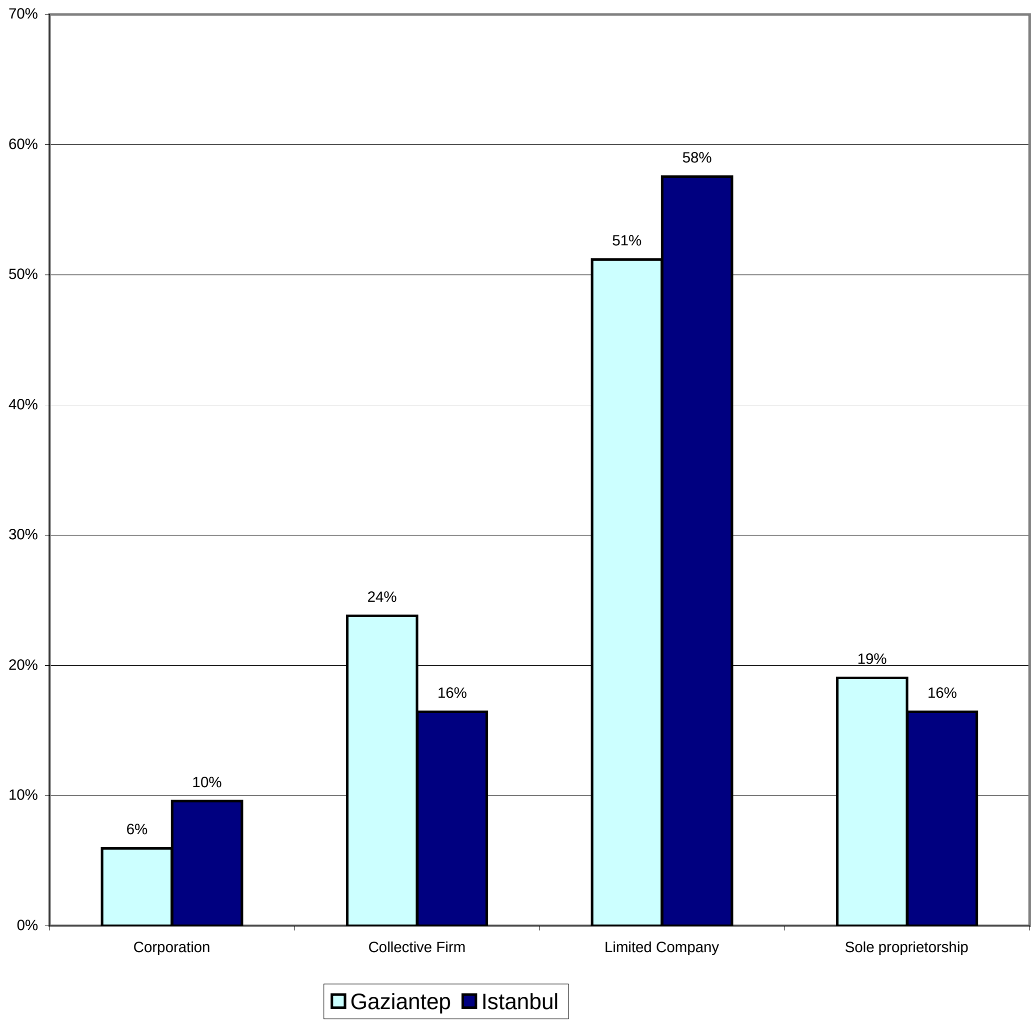
APPENDIX B

GRAPHICAL ILLUSTRATIONS OF RESULTS OF SURVEY QUESTIONS

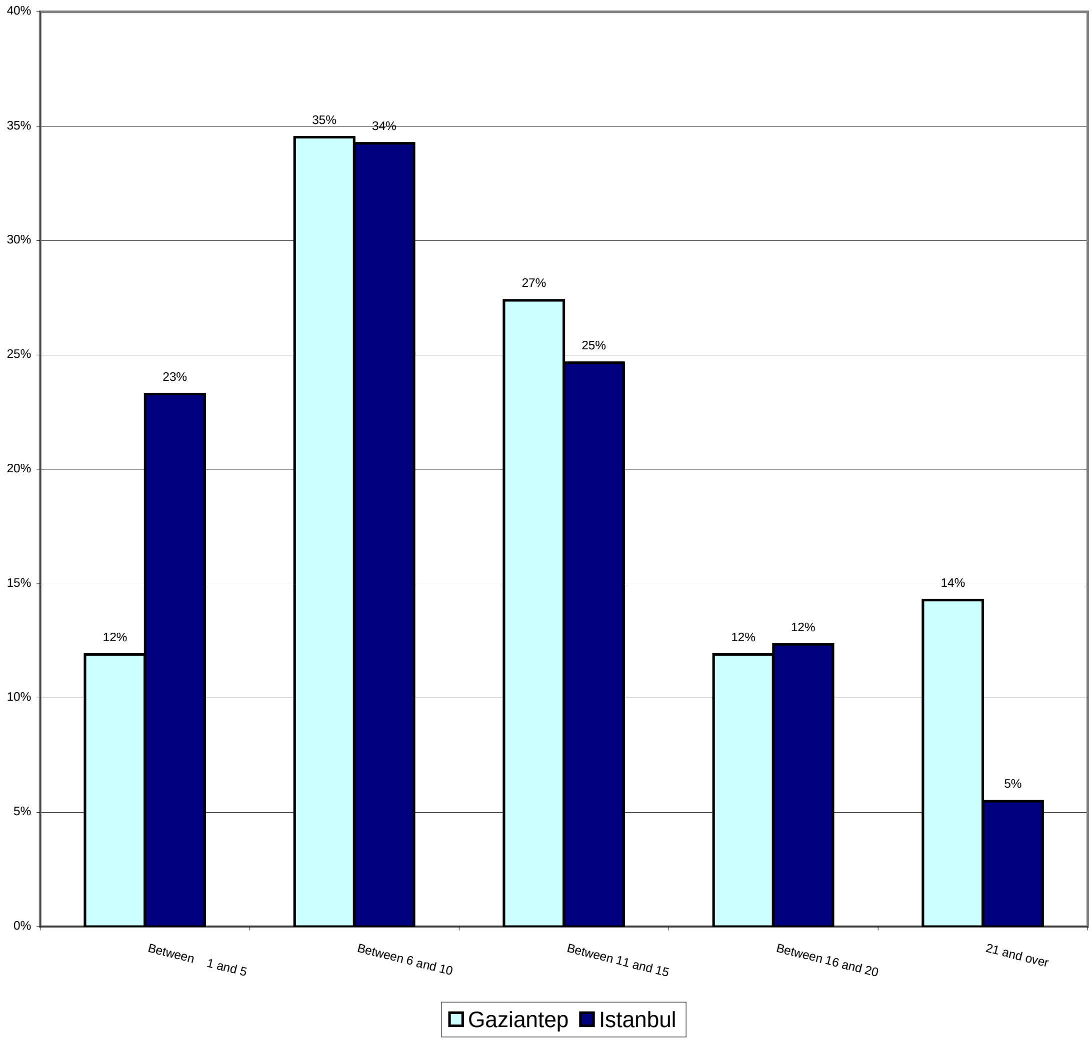

Q1: Sectors that enterprises operate in
45%
40%
35%
30%
25%
20%
15%
10%
5%
0%
10%
14%
15%
7%
11%
18%
7%
11%
4%
4%
42%
33%
0%
11%
12%
3%
Ready Wear
Weaving
Food
Agriculture
Service
Chemicals & plastics
Electronics
Other
Gaziantep
Istanbul


Q2: Number of labor in the enterprise
60%
50%
40%
30%
20%
10%
0%
56%
45%
25%
23%
16%
15%
12%
7%
0%
0%
1 - 10
11 - 50
51 - 100
101 - 250
250 üzeri
Gaziantep
Istanbul

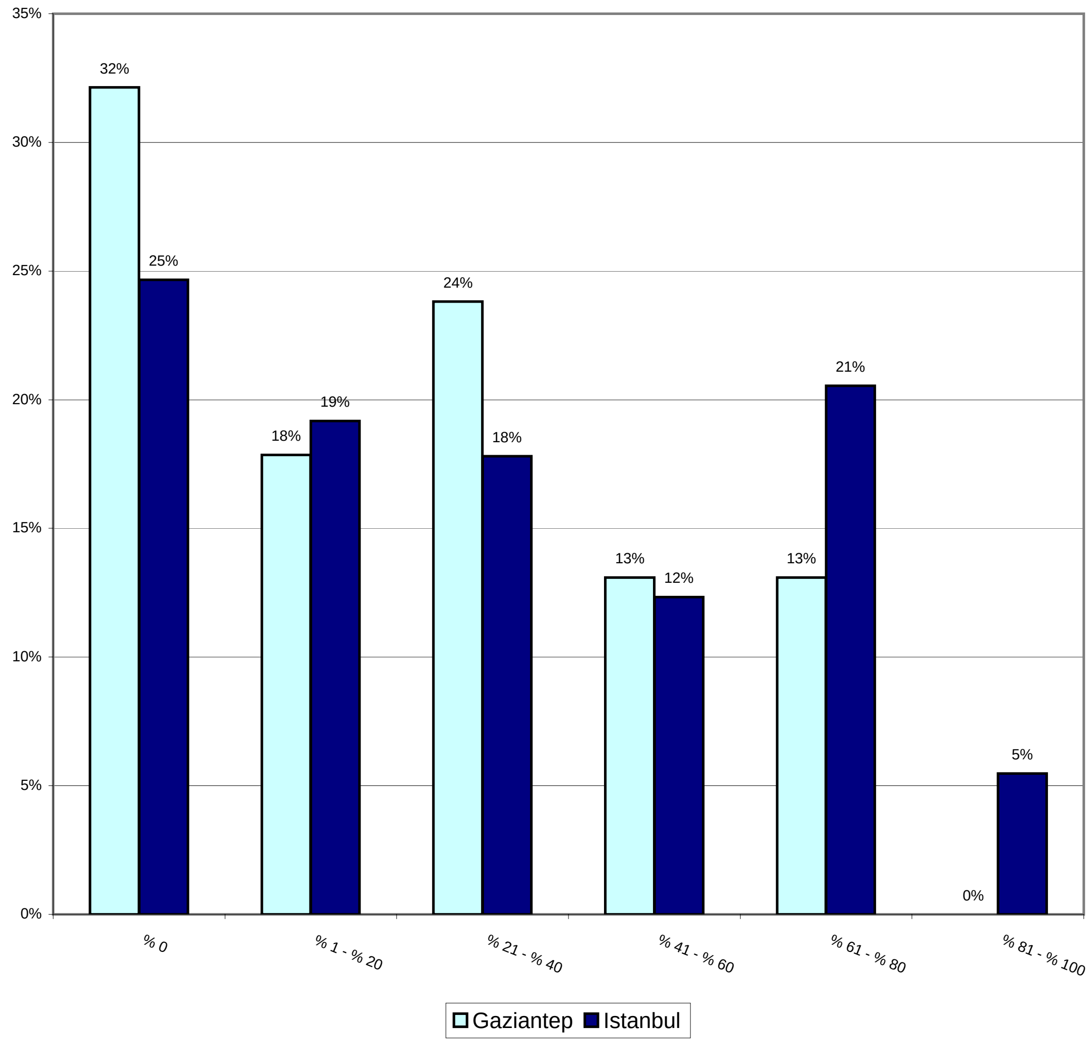
Q3: Legal form of enterprise



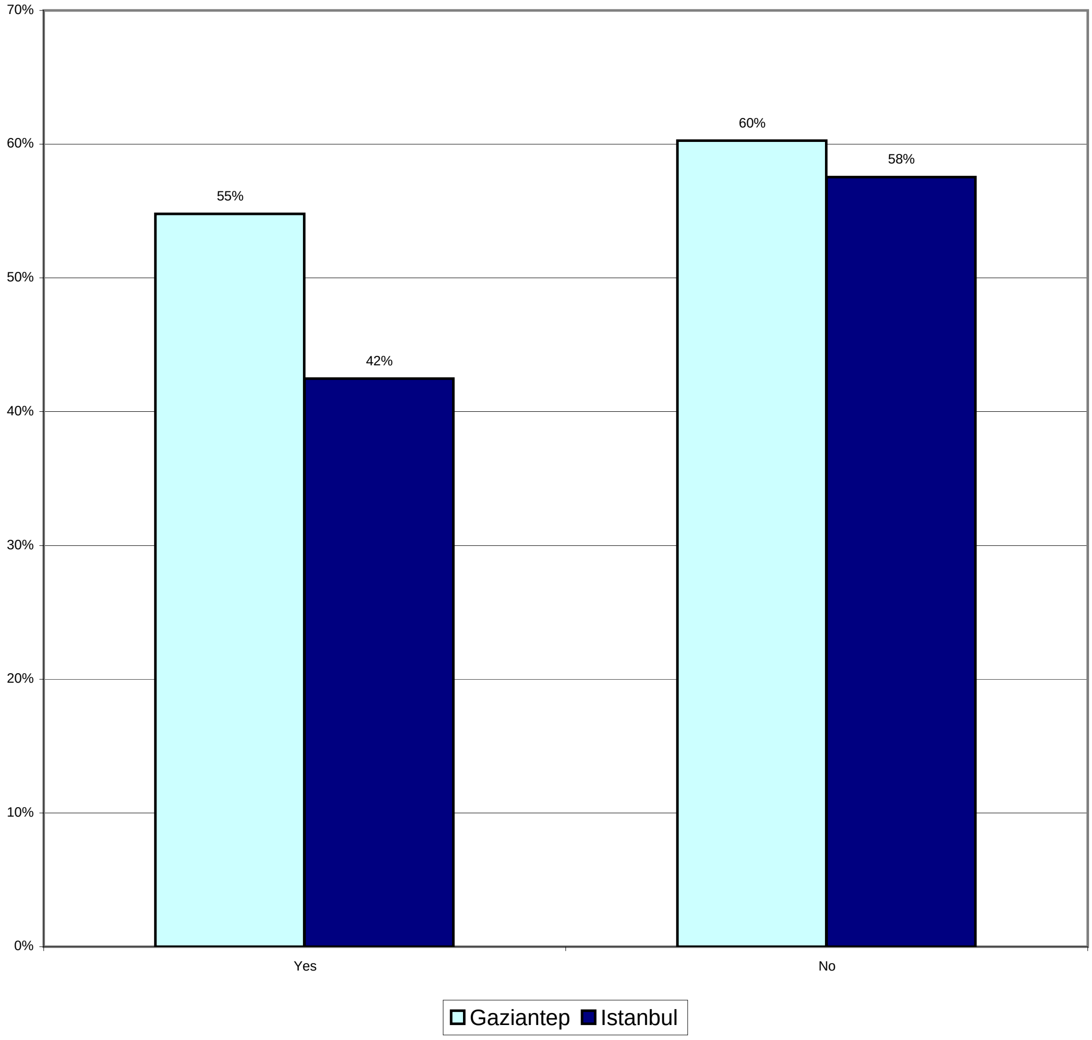
Q4: Lifetime of enterprise



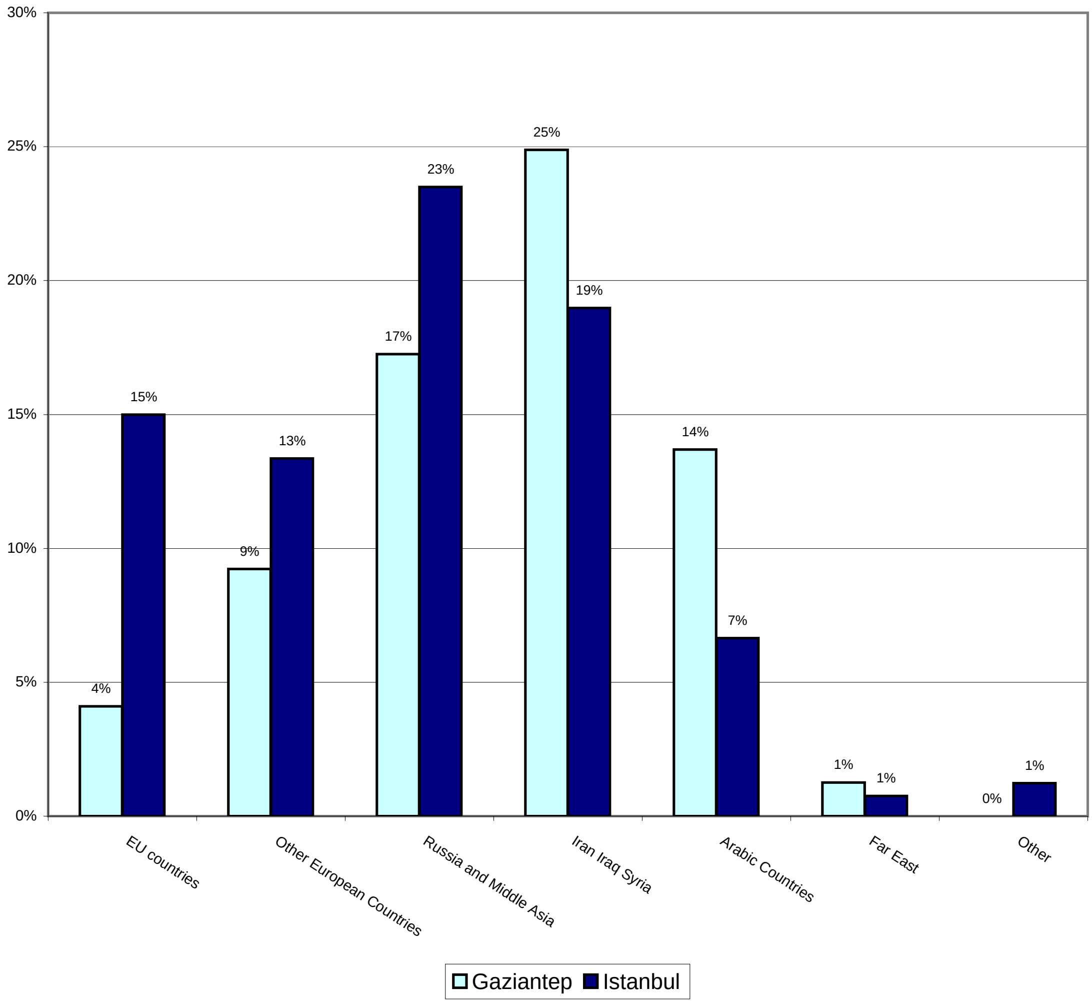
Q5: Share of exports in total sales (percent)



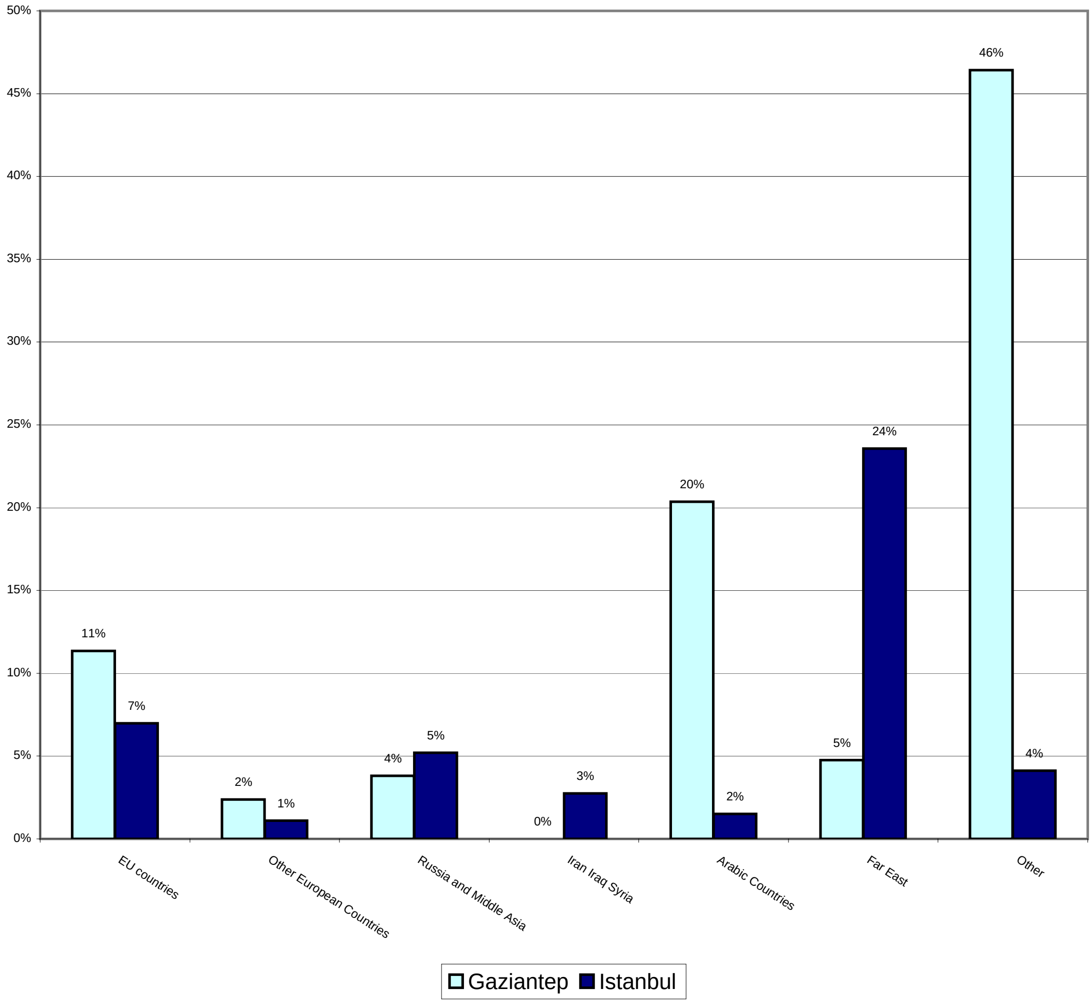
Q6: Import of raw materials, etc.



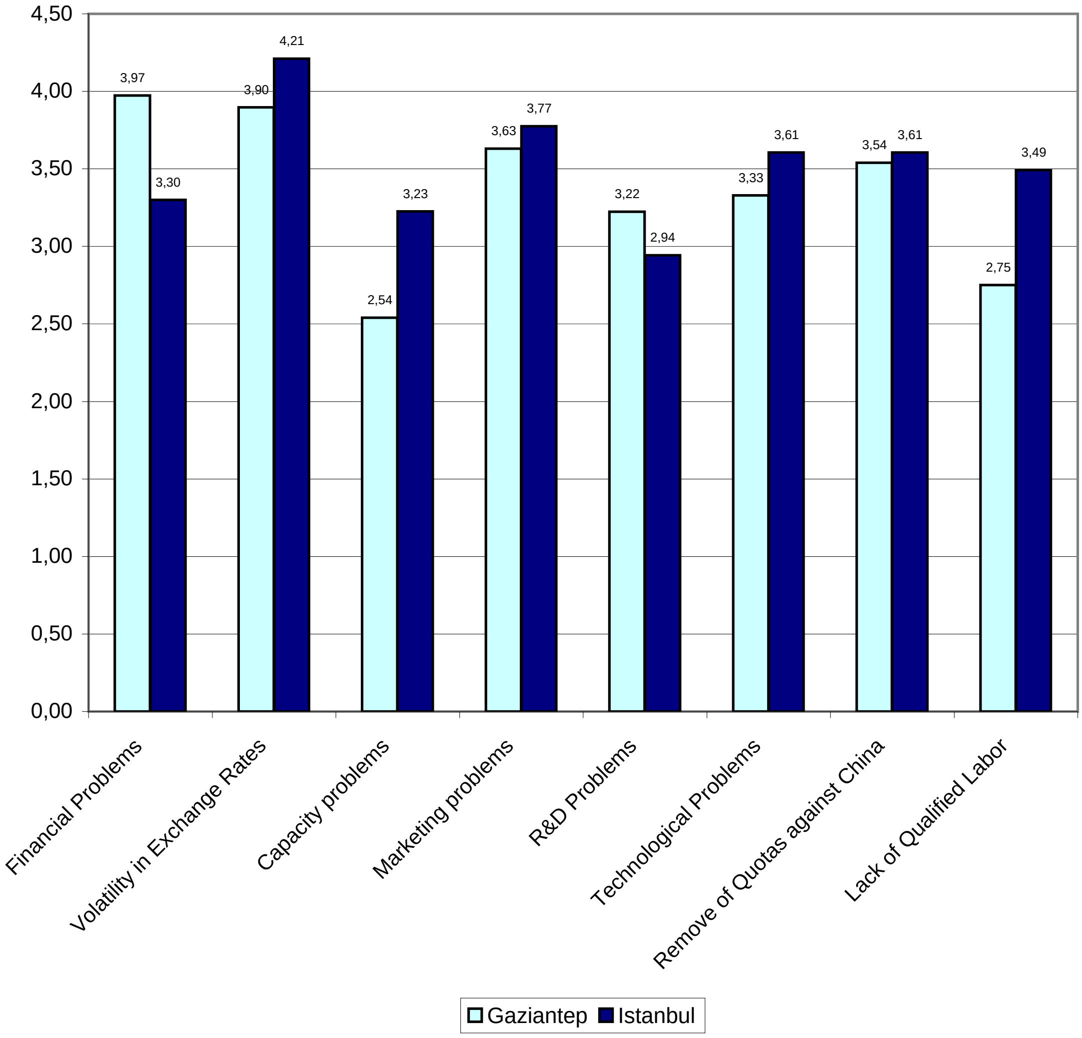
Q7-A: Ratios of exports in percentage to the following countries or country groups



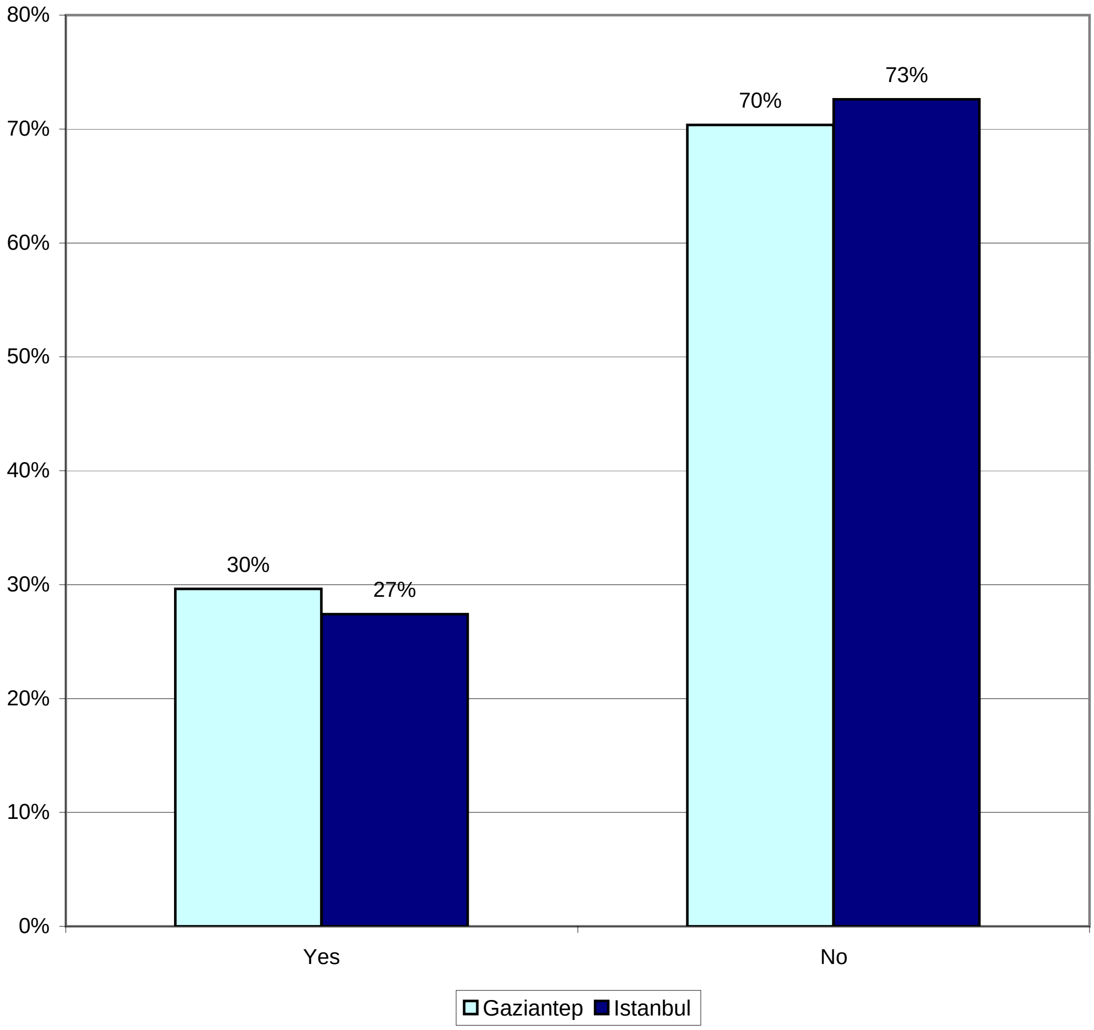
Q7-B: Ratios of imports in percentage to the following countries or country groups



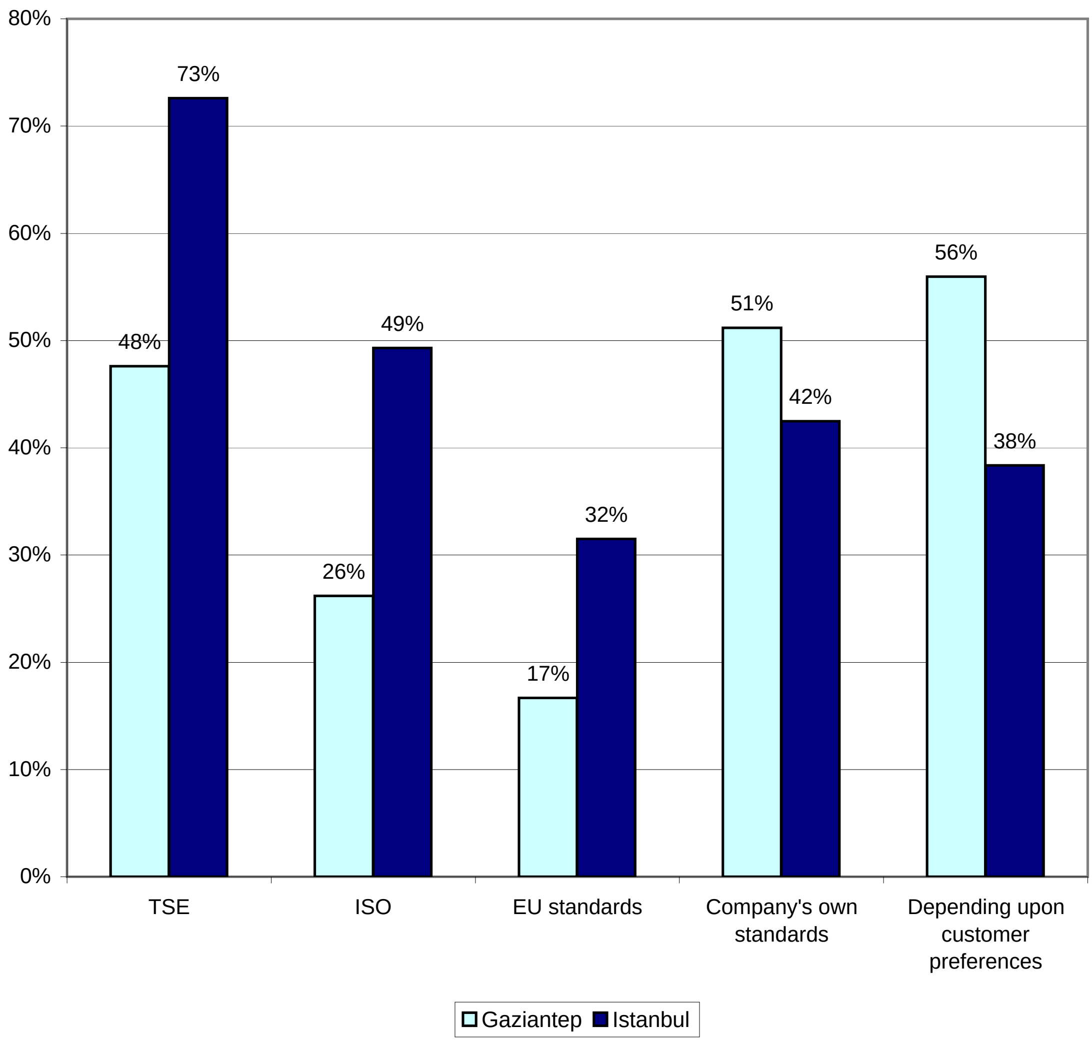
Q8: Evaluation of difficulties enterprise is facing in exports



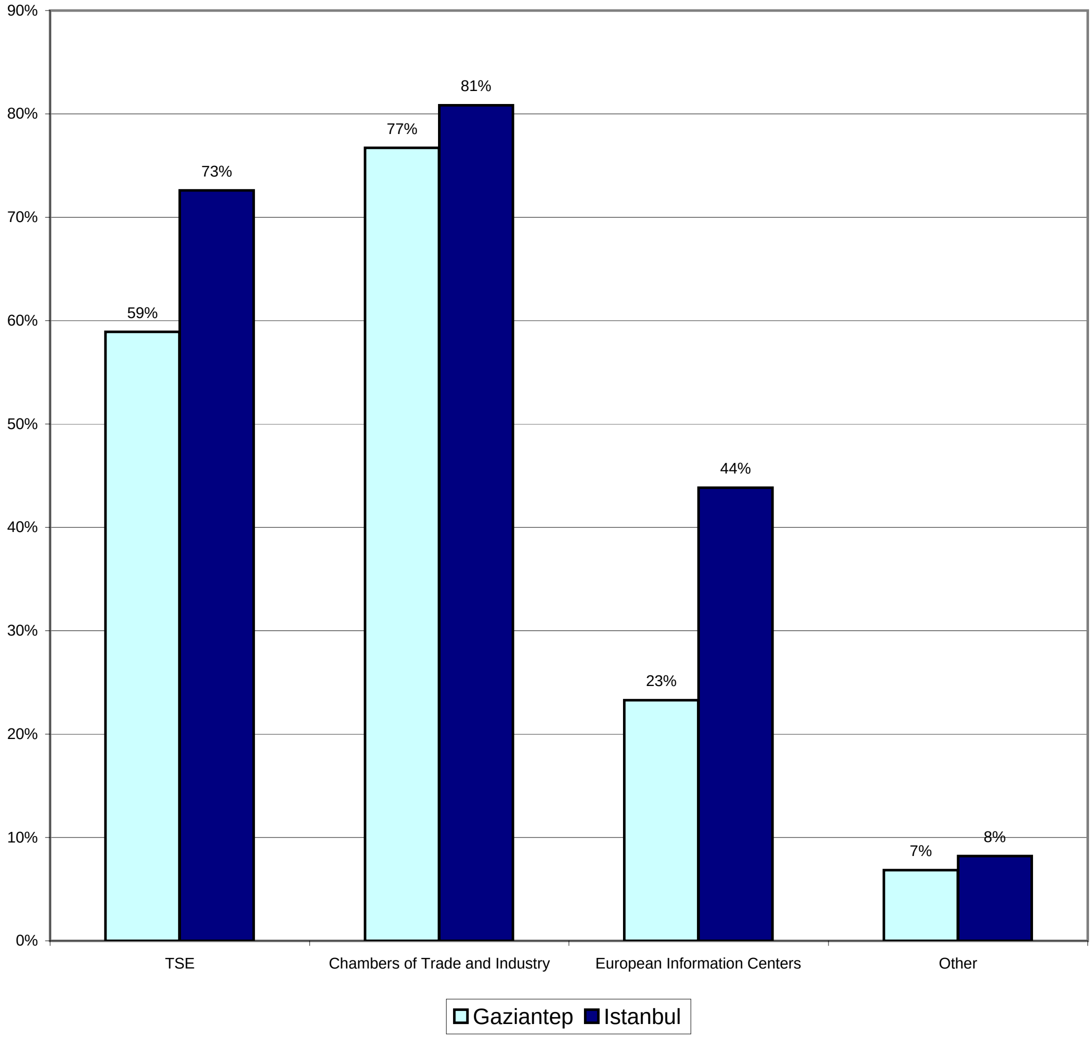
Q9: Global competitiveness of enterprise

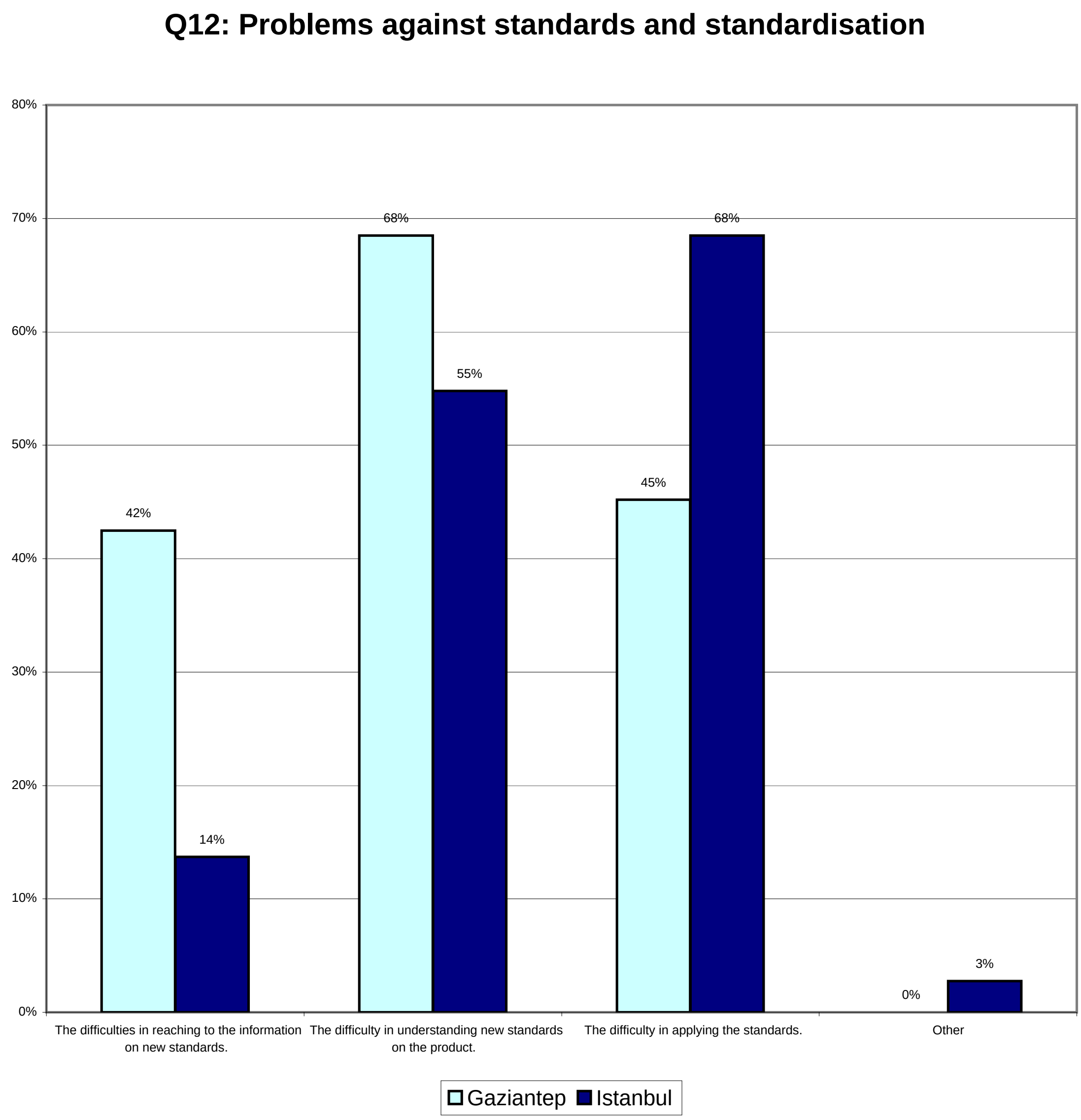


Q10: Quality standard(s) applied in enterprise

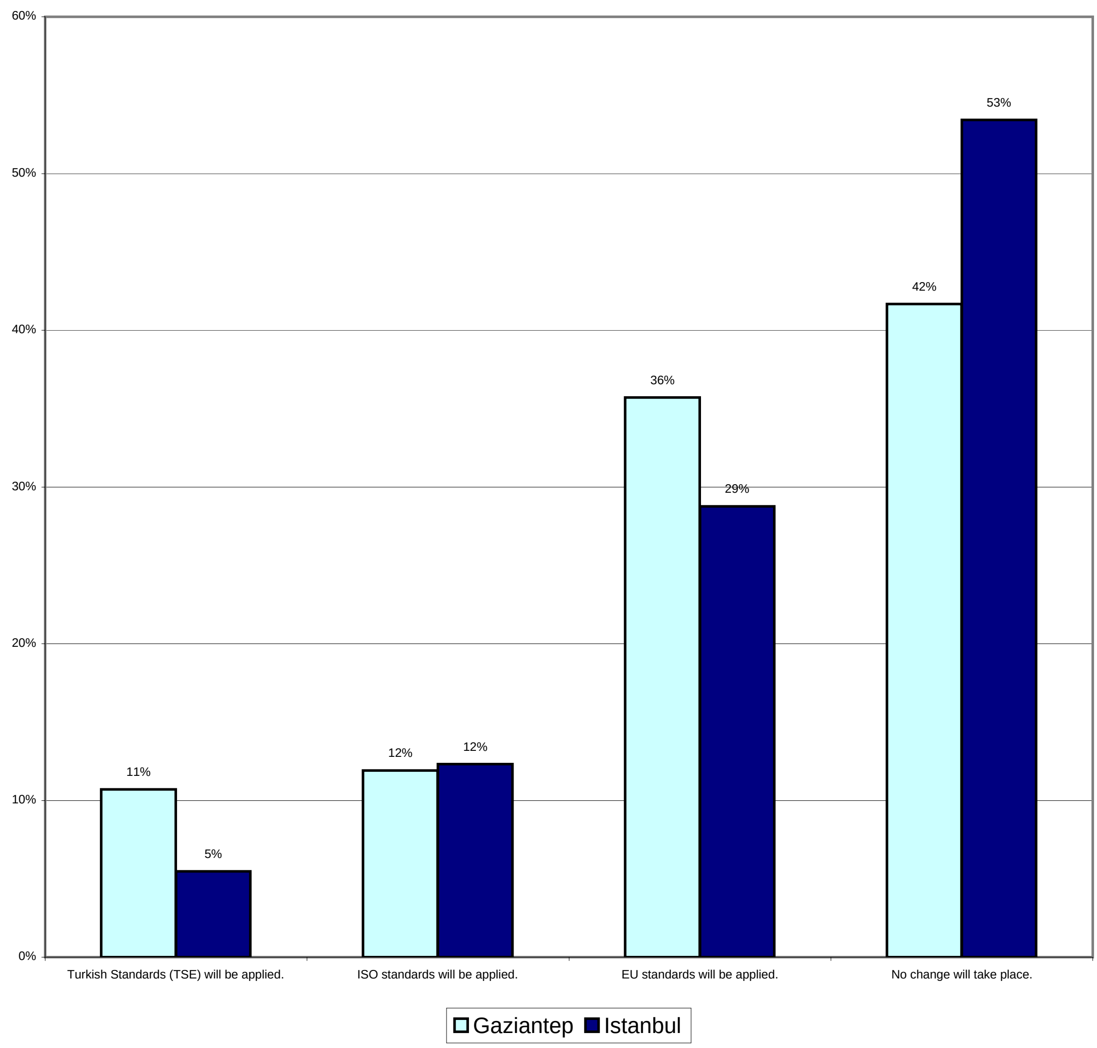


Q11: Sources of the information on standards

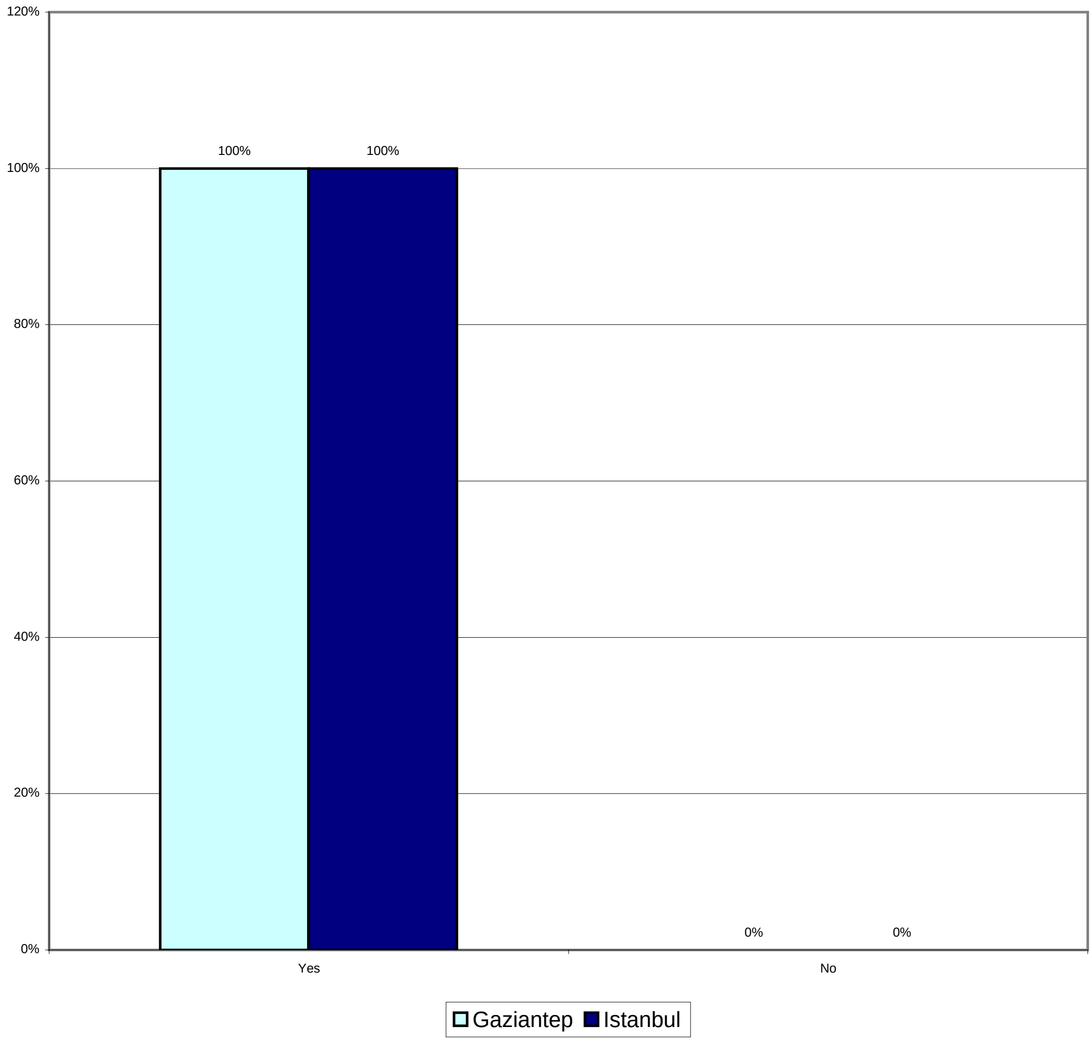



Q12: Problems against standards and standardisation
80%
70%
60%
50%
40%
30%
20%
10%
0%
68%
68%
55%
45%
42%
14%
3%
0%
The difficulties in reaching to the information on new standards.
The difficulty in understanding new standards on the product.
The difficulty in applying the standards.
Other
Gaziantep
Istanbul

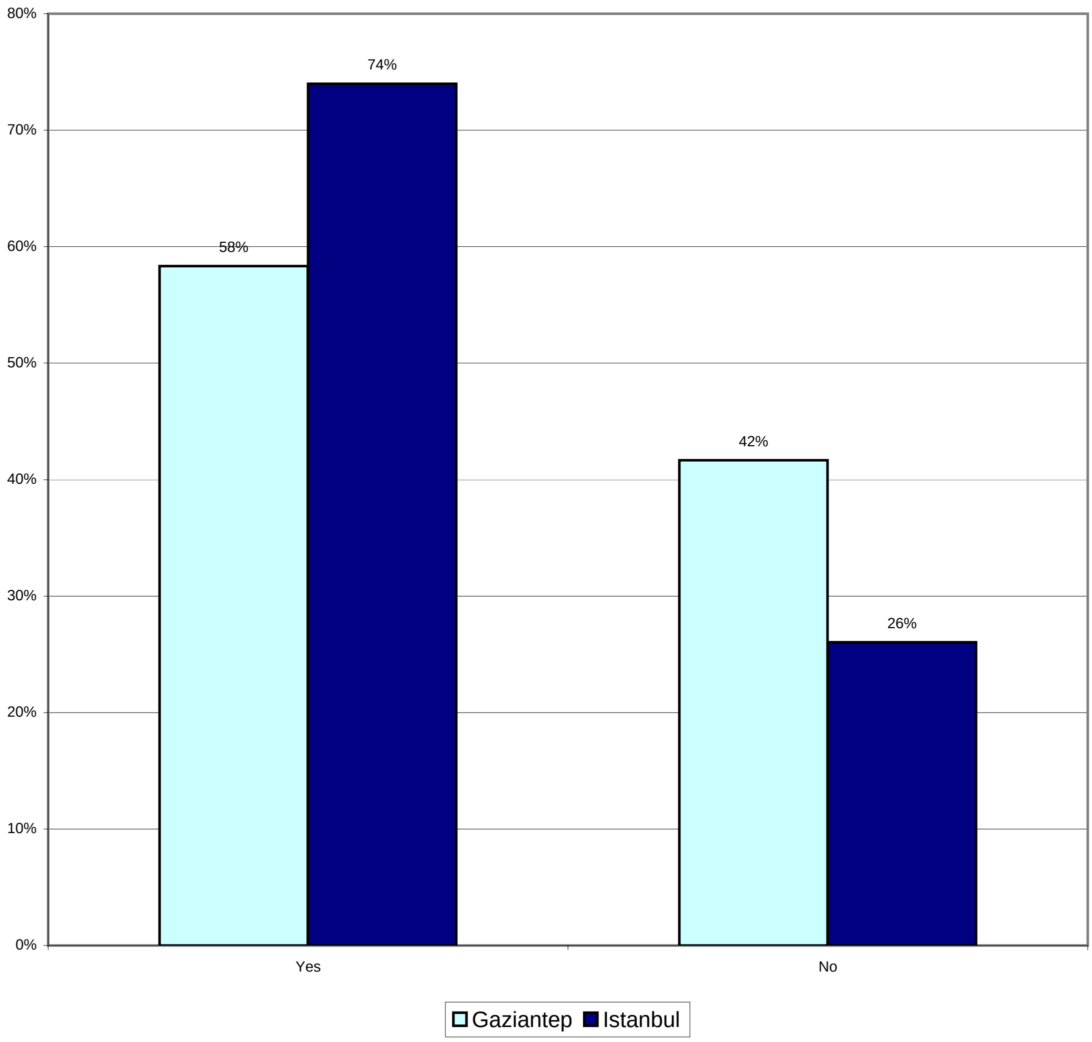
Q13: Future plans about standards



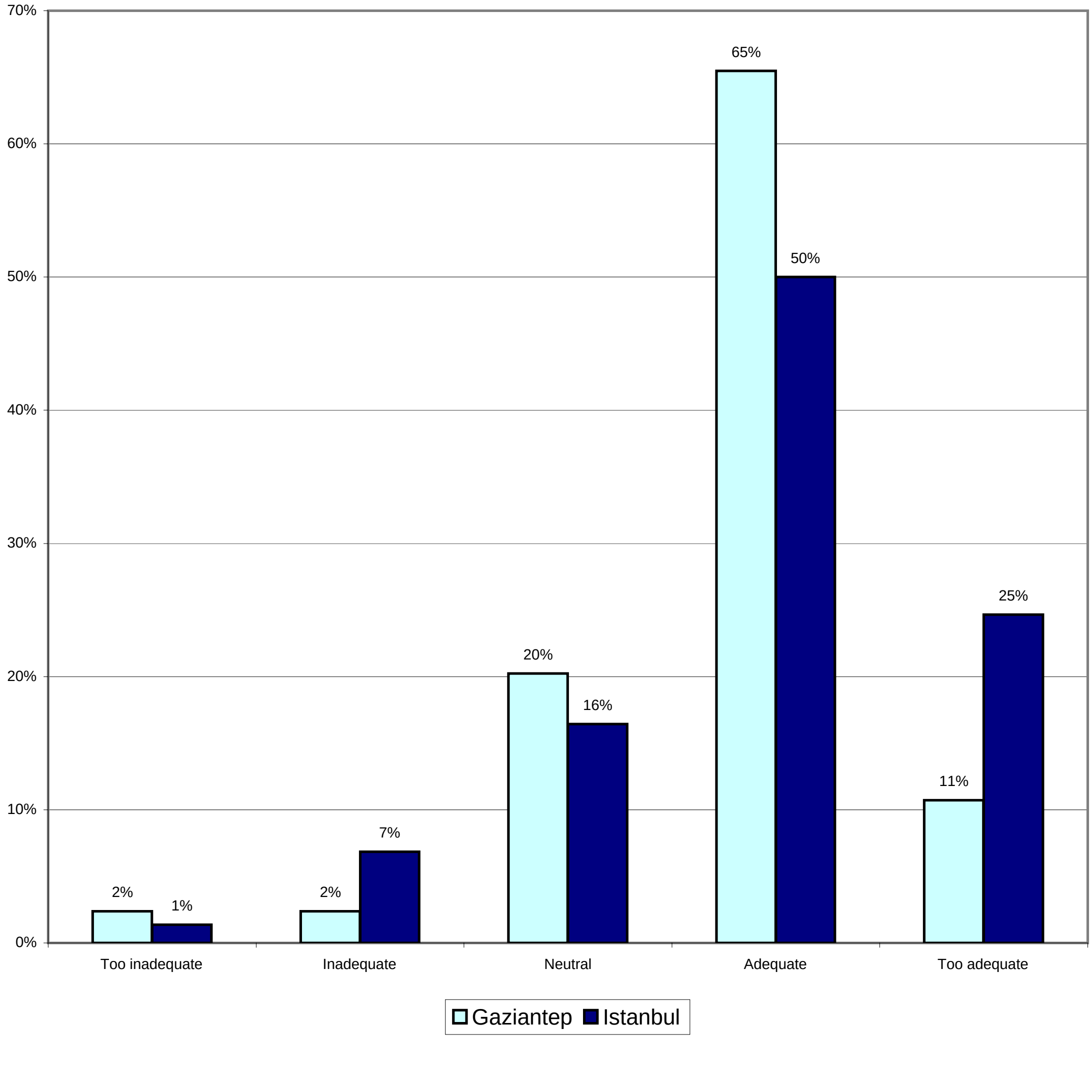
Q14: Application of quality control in the enterprise



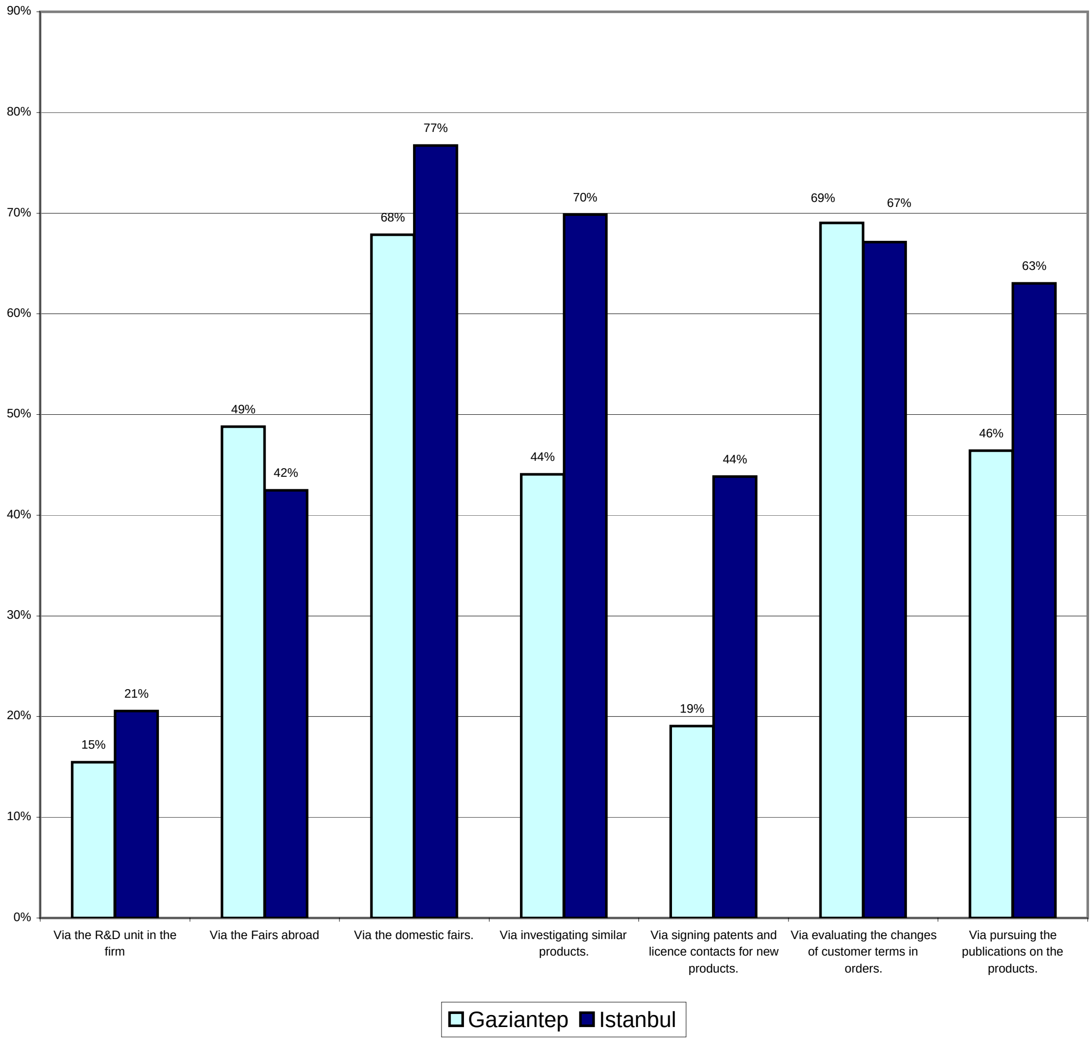
Q15: Quality control department in enterprise



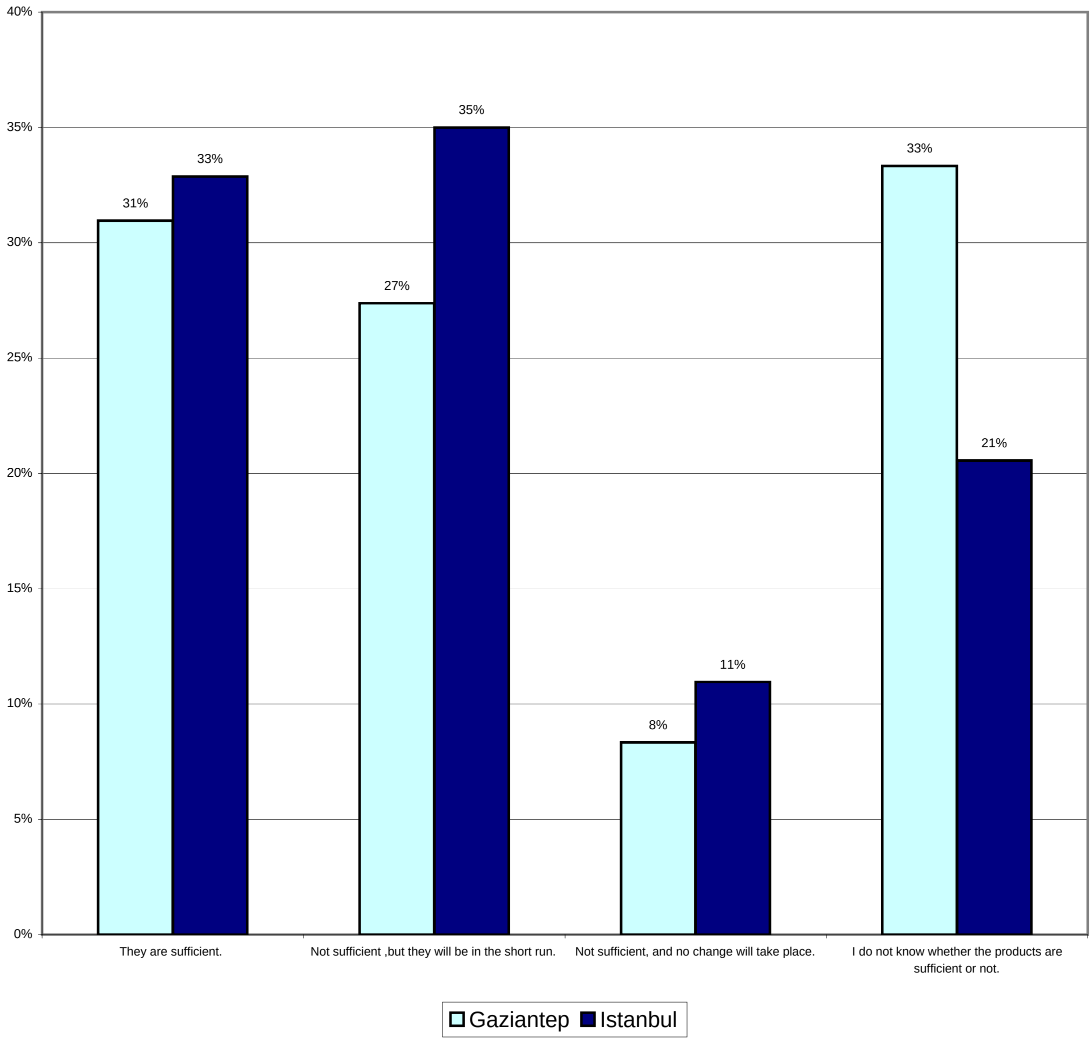
Q16: Evaluation of the quality of products in producers eye



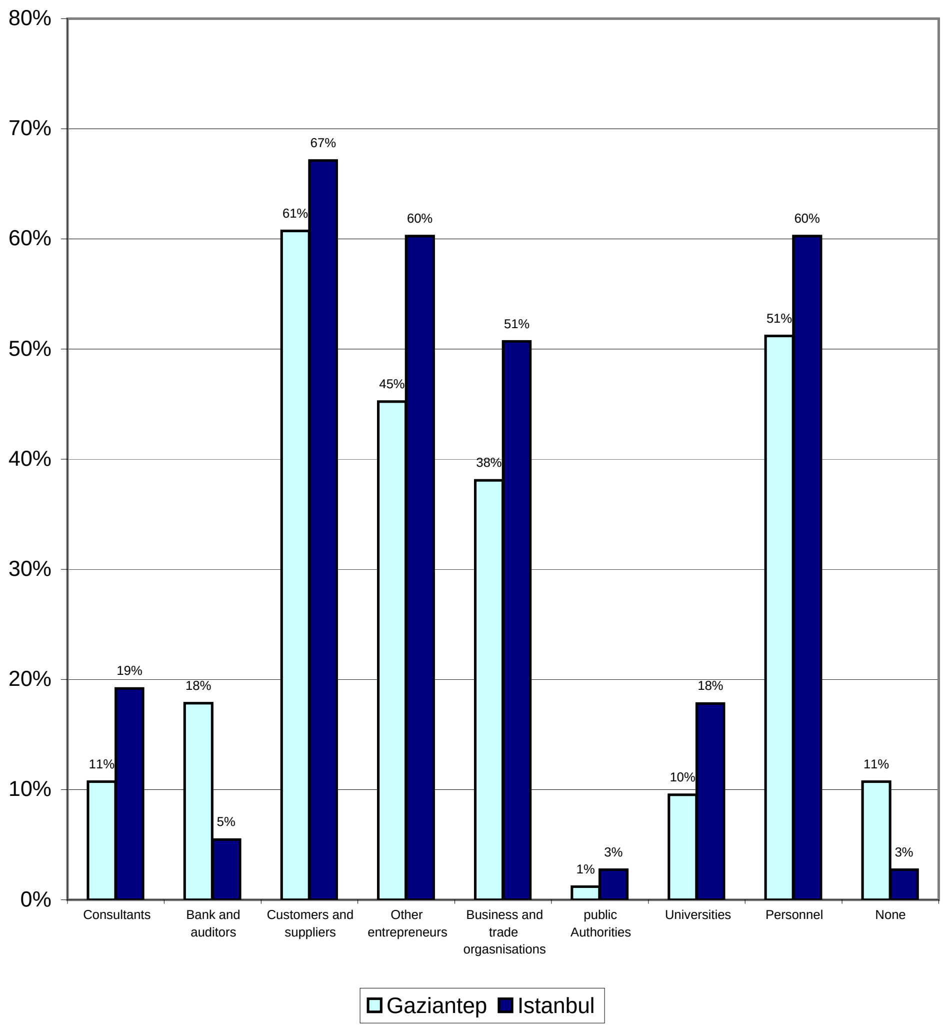
Q17: Pursuing the innovations about products



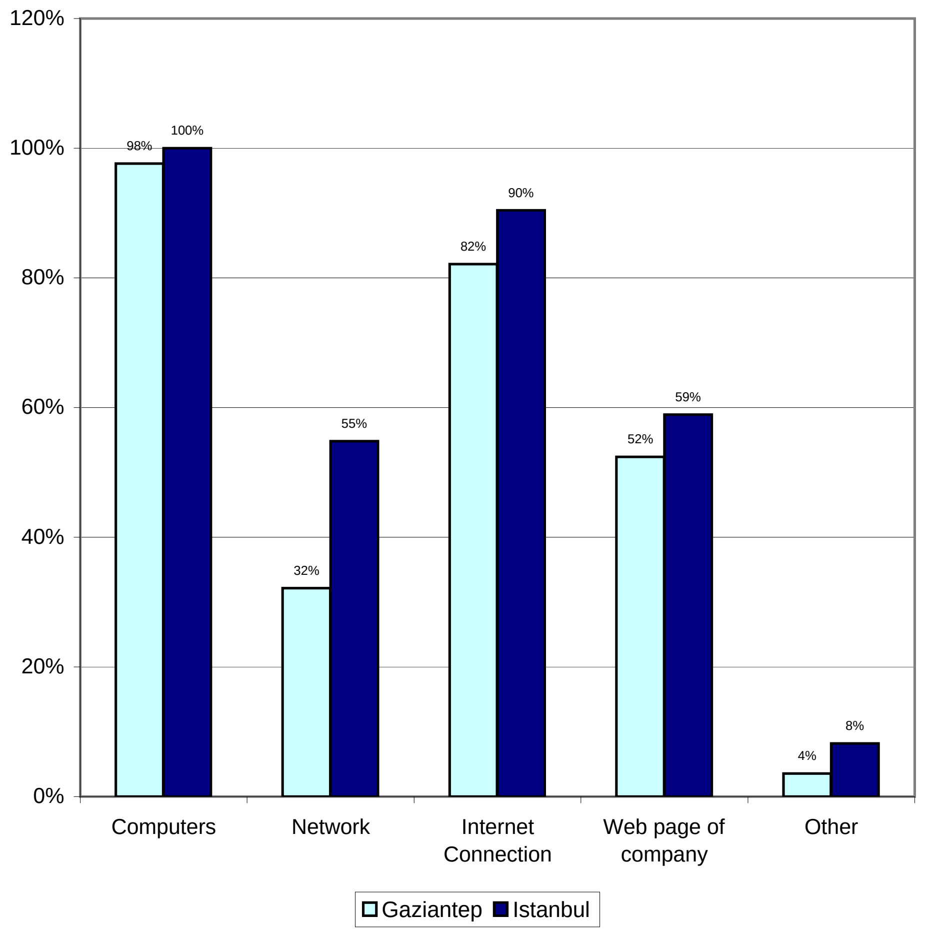
Q18: Sufficiency of products for CE standards



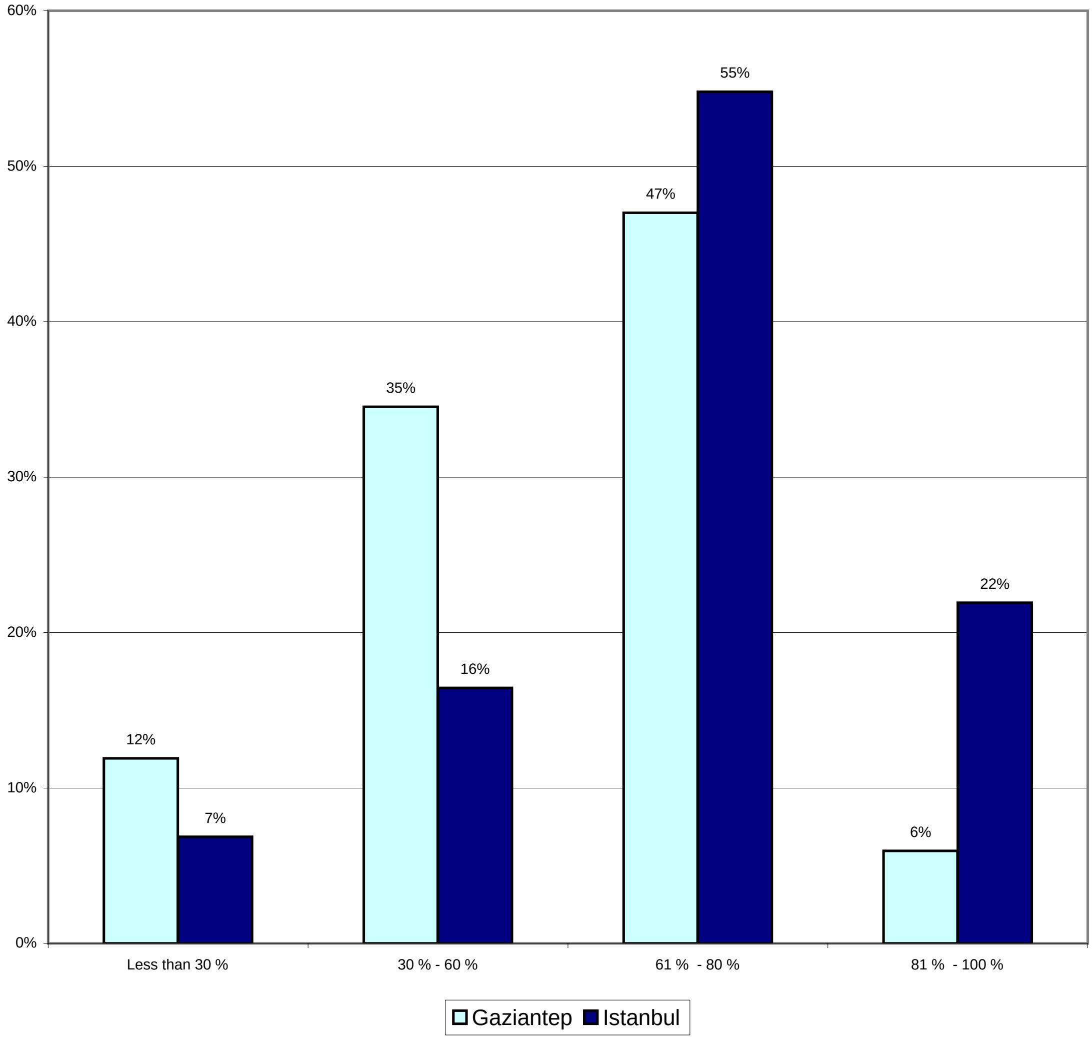
Q19: Sources of consultancy



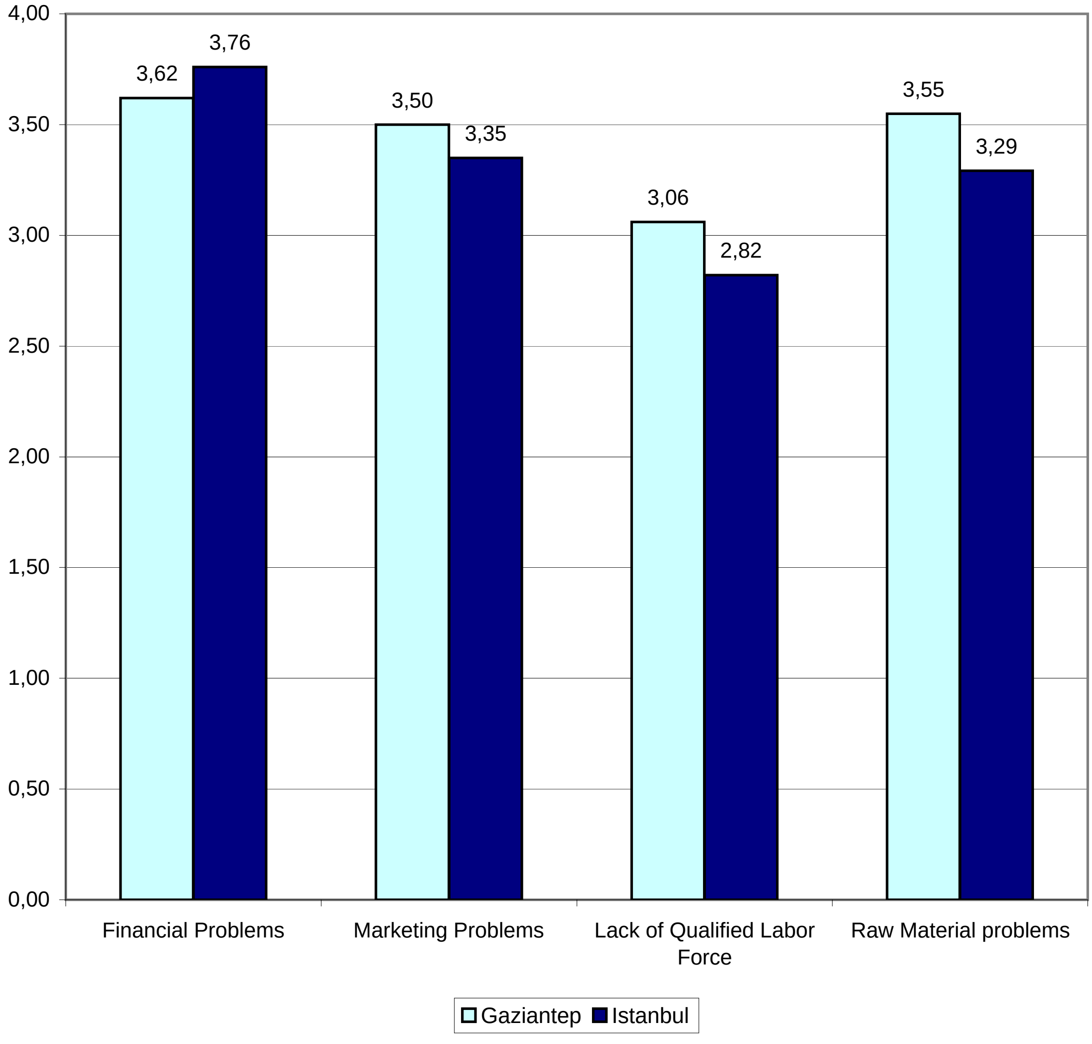
Q20: Information technologies used in enterprise



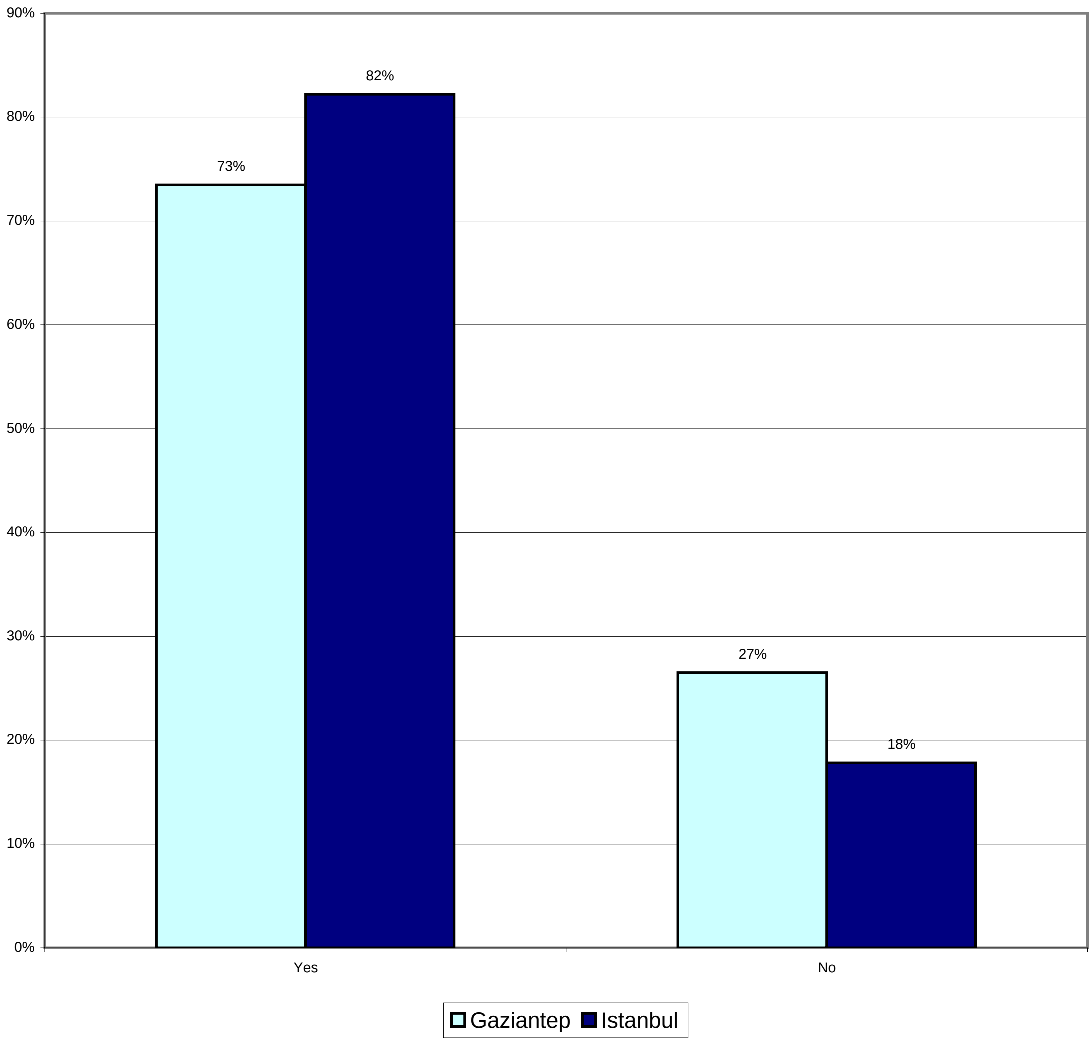
Q21: Ratio of capacity use in enterprise



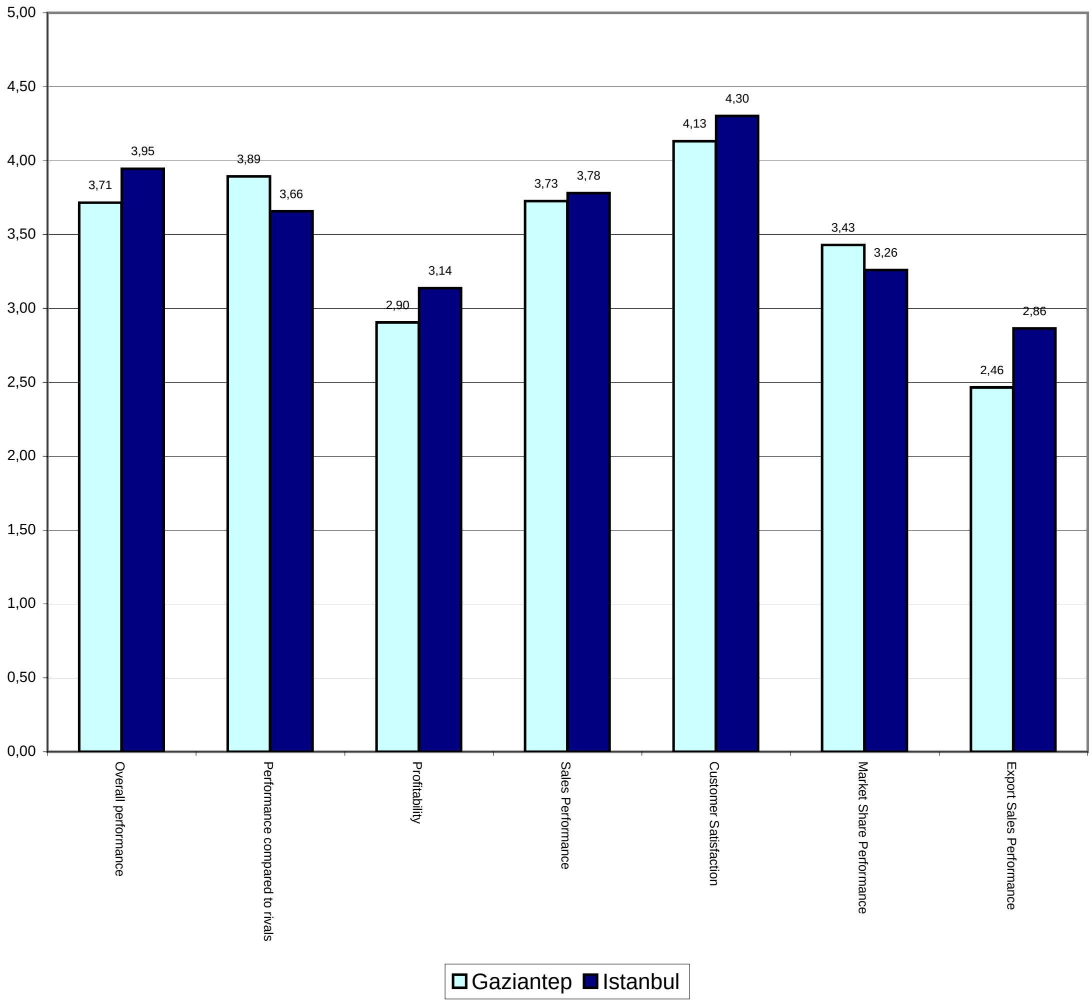
Q22: Barriers against full capacity work of enterprise



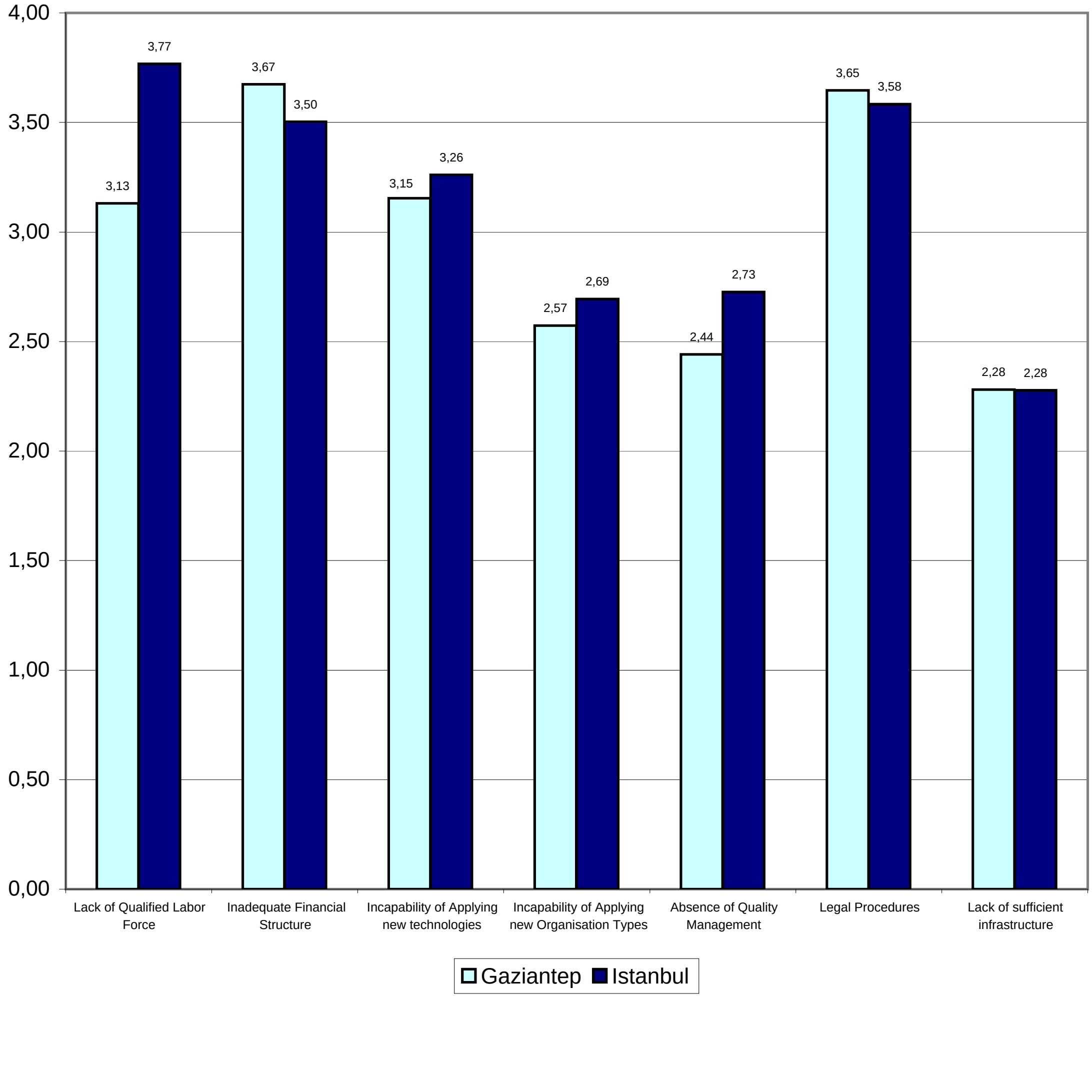
Q23: Desire to increase the capacity of the enterprise



Q24: Evaluation of performance of the enterprice regarding the below criteria



Q25: Factors causing the decrease in the performance of enterprise



BIBLIOGRAPHY

Yılmaz, Abdullah (2000), KOBİlerin Türkiye Ekonomisindeki Yeri ve Sorunları, Istanbul

Commision of the European Communities: Commision recommendation of 3 April 1996, Brussels.

DPT Değerlendirme Raporu 1995, BöIgesel Entegrasyonlar ve Türkiye

Diken, Ahmet 1996, Büyüme Sürecindeki KOBİ'lerin Problemleri ve Yeniden Yapılandırılması, Yeni Ipek Yolu Dergisi, AnkaraDPT (1996), KOBI Eylem Planı, Ankara.

Halis M. , Çalman İ. (2004), Kobilerde Kalite Yönetim Sistemi, "1. KOBİler ve Verimlilik Kongresi Kongre Kitabı".

Müftüoğlu, M. Tamer (1998), Türkiye'de Küçük ve Orta Ölçekli İşletmeler,Turhan Kitabevi Ankara

M. Altıntaş (1995), Ekonomik Bütünleşmeler, Gümrük Birliği ve Türkiye, KOBİler Açısından Yaklaşım, Kosgeb Ankara Eğitim Merkezi, Ankara.

Civan M., Tekinkuş M. 2004, "KOBİ'lerin AB'ye Uyum Süreci Gaziantep Örneği" Econturk, www.econturk.org

Öztürk Murat Alper 1999, KOBİlerin Finansman Sorunları ve Çözüm Önerileri, Kosgeb Ankara Eğitim Merkezi, Ankara.

Basılgan Müslim 2003, Avrupa Birliği'nde ve Türkiye'de KOBİ'ler, Sosyal Bilimler Enstitüsü, Uludağ Üniversitesi

Yücesoy Sultan Serpil 2000, AB'de KOBİler için Finansman Araçları, İstanbul KOSGEB Yayınları

Akgemci Tahir 2001, Kobilerin Temel Sorunları ve Sağlanan Destekler İstanbul KOSGEB Yayınları

http://europa.eu.int.

www.cen.org

www.cenelec.org

www.cenorm.be

www.iso.org

http://www.kosgeb.gov.tr

www.tse.gov.tr