

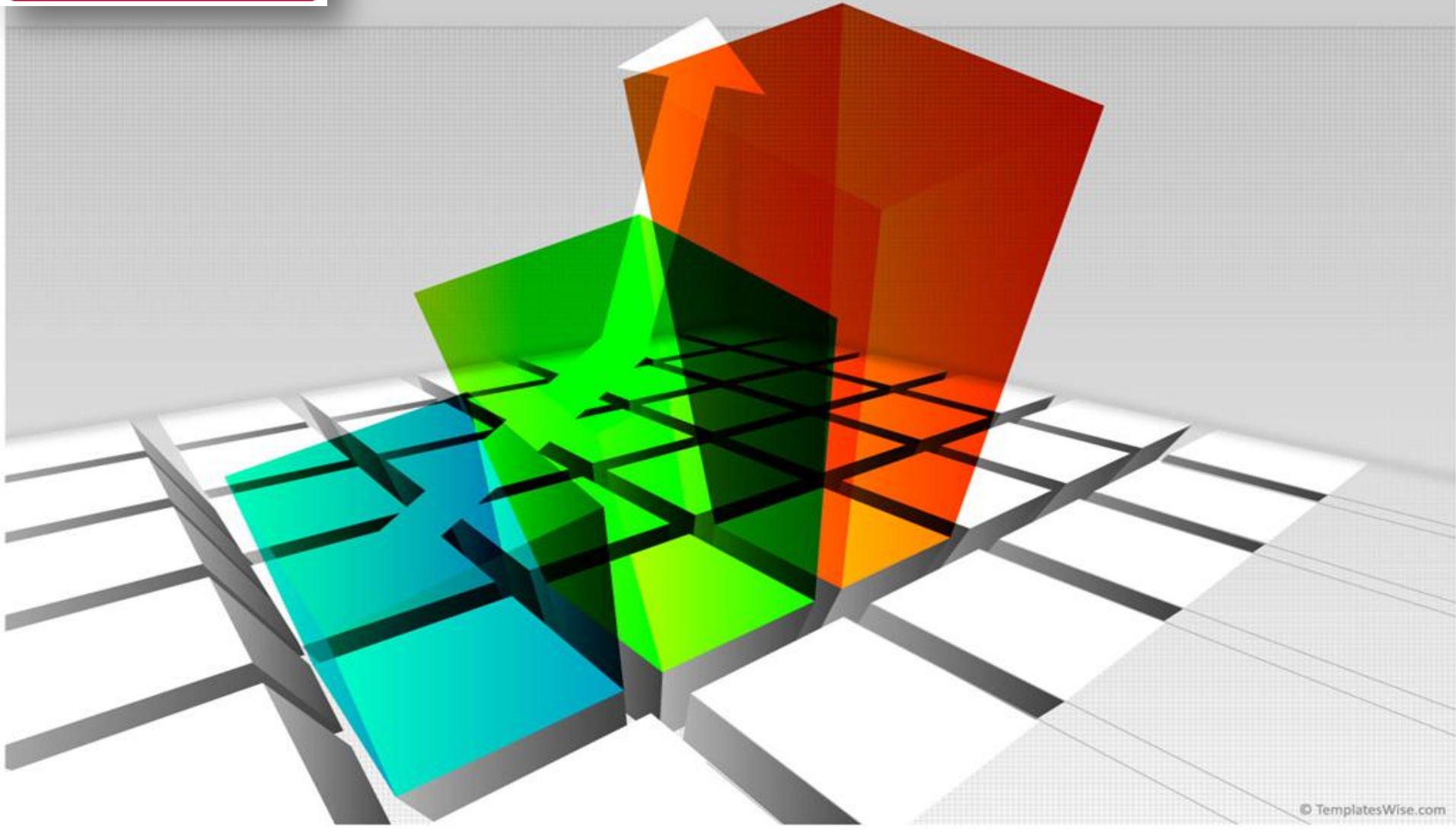
İtibar Arařtırmaları Merkezi

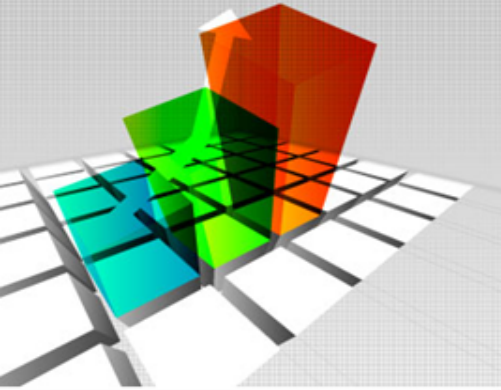
RepMan

Reputation Research Center

RepMan Reputation Research Center

2011 Reputation of Turkish Companies and Industries





Content

- **2011 Reputation of Turkey**
- **2011 Reputation of FMCG Industry**
- **2011 Reputation of Automotive Industry**
- **2011 Reputation of Banking Industry**
- **2011 Reputation of Transportation (Highways) Industry**
- **2011 Reputation of Transportation (Airways) Industry**
- **2011 Reputation of Retail Industry**
- **2011 Reputation of Durable Consumer Goods Industry**
- **2011 Reputation of Construction Industry**
- **2011 Reputation of Holdings**
- **2011 Reputation of Telecommunication Industry**
- **2011 Reputation of Fuel Oil Industry**

Methodology

At 2011,

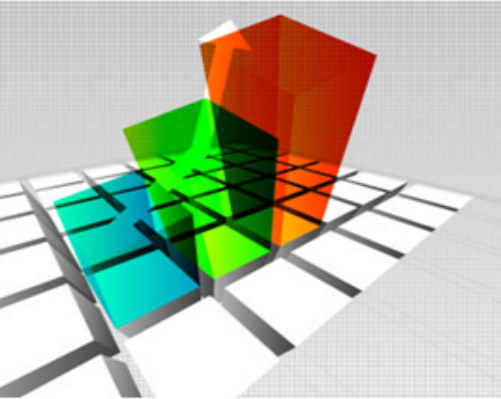
➤ Public

The study was conducted in 7 geographic regions of Turkey and in urban districts of 15 provinces based on Turkey representative sample with **13.247** respondents.

Findings,

➤ Public

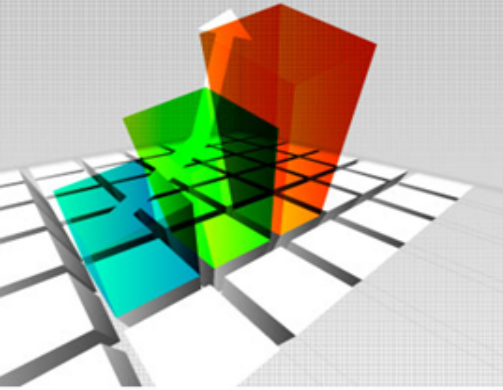
The study was conducted with **108 companies** based on holdings & **10 industries** including FMCG, Retail, Transportation (Airways & Highways), Telecommunication, Durable Consumers Goods, Fuel Oil, Automotive, Airlines, Banking & Construction



**Turkish Companies RepMan Reputation Score Average
Based on Public**

59.9

“Average RepMan Reputation Score of 108 Turkish Companies”

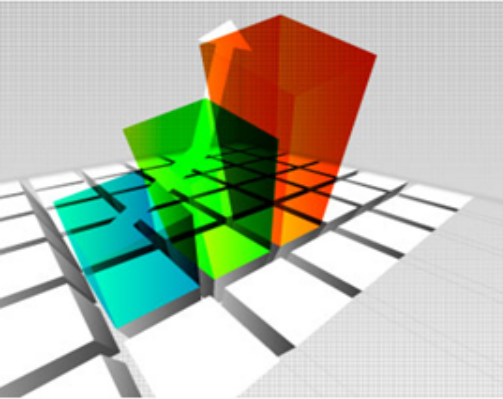


Most Reputable Turkish Companies Based on Public

Average
RepMan
Score
Of Turkish
Companies
59.9

1	Mercedes-Benz Türk	80.7
2	THY	80.3
3	Arçelik	79.1
4	Ülker	78.6
5	BMW	78.1
6	Sabancı Holding	75.1
7	Coca-Cola	74.7
8	Pınar	74.5
9	Eti	74.1
10	Koç Holding	72.4
11	Sütaş	72.2
12	Migros	71.9
13	Turkcell	71.8
14	Volkswagen	70.9
15	BİM	70.3

20'9
courtsu162

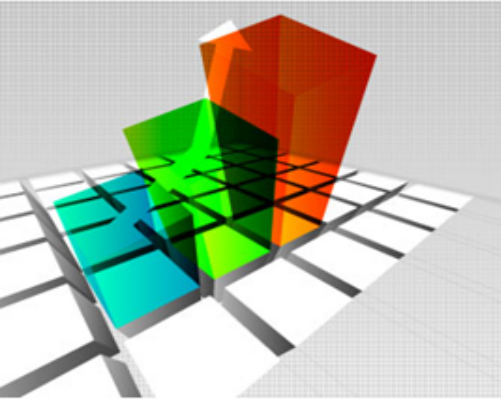


Reputation Rating of Industries Based on Public

**Average
RepMan
Score
Of Turkish
Companies
59.9**

1	FMCG	65.5
2	Retail	63.5
3	Transportation (Highways)	63.1
4	Telecommunication	62.3
5	Durable Consumer Goods	60.8
6	Fuel Oil	60.4
7	Automotive	59.3
8	Transportation (Airways)	58.0
10	Banking	56.2
11	Holdings	55.7
12	Construction	55.6

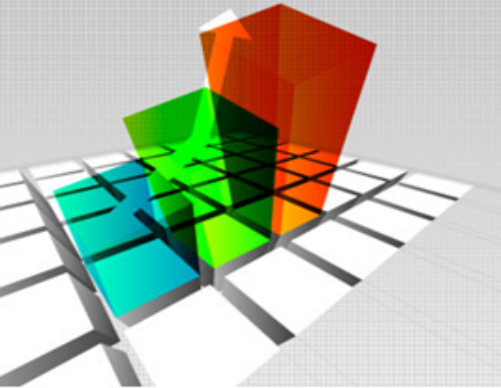
20'0
coupsuic2



Affectiveness of Performance Dimensions on Reputation of Companies and Holdings Based on Public

Management Quality	2
Product/ Service Quality	3
Employee Brand	1
Financial Strength	6
Corporate Responsibility	4
Emotional Loyalty	5
Familiarity	7

“Employee Brand is the most powerful dimension on reputation.”



Improvement Ranking of Performance Dimensions That Affect Reputation of Companies & Holdings Based on Public

Management Quality	5
Product/ Service Quality	2
Employee Brand	4
Financial Strength	7
Corporate Responsibility	6
Emotional Loyalty	3
Familiarity	1

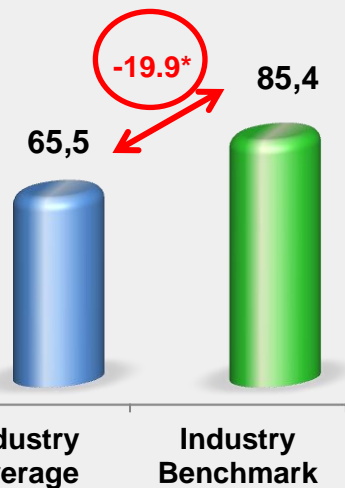
“Familiarity is the primarily improvement area”



2011 Reputation of FMCG Industry



Reputation of FMCG Industry Based on Public



- Between 12 industry, FMCG Industry is the most reputable industry which is placed on the top.
- As a result of FMCG Industry assessment based on public, "Ülker" ranks number one among 16 companies.
- Between 7 main performance dimension, most influential performance dimensions on FMCG Industry Reputation are;
 - 1. Employee Brand**
 - 2. Product/ Service Quality**
 - 3. Management Quality**
- Performance dimensions that have to be primarily improved;
 - 1. Product/ Service Quality**
 - 2. Emotional Loyalty**
 - 3. Management Quality**

* Difference of Industry Benchmark and Industry Average score

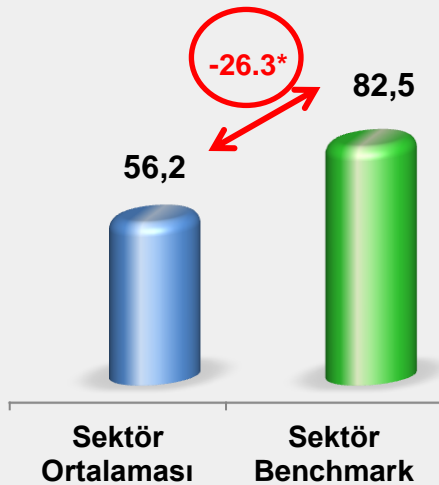
İtibar Arařtırmaları Merkezi

RepMan 2011 Reputation of Banking Industry

Reputation Research Center



Reputation fo Banking Industry Based on Public



- Between 12 industry, **Banking Industry** is the 10th most reputable industry.
- As a result of Banking Industry assessment based on public, "**Ziraat Bankası**" ranks number one among 10 banks.
- Between 7 main performance dimension, most influential performance dimensions on Banking Industry Reputation are;
 - 1. Product/ Service Quality**
 - 2. Employee Brand**
 - 3. Management Quality**
- Performance dimensions that have to be primarily improved;
 - 1. Product/ Service Quality**
 - 2. Employee Brand**
 - 3. Management Quality**

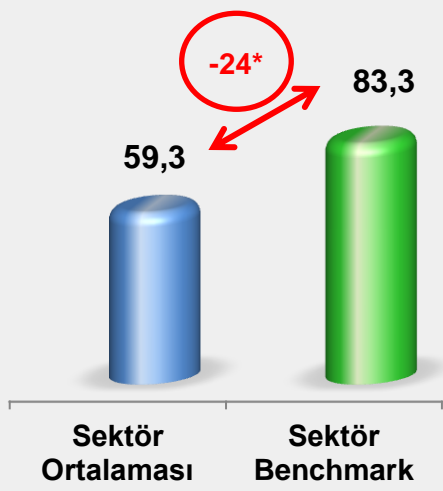
* Difference of Industry Benchmark and Industry Average score



2011 Reputation of Automotive Industry



Reputation fo Automotive Industry Based on Public



- Between 12 industry, **Automotive Industry** is the 7th most reputable industry.
- As a result of Automotive Industry assessment based on public, "**Mercedes-Benz Turk**" ranks number one among 18 companies.
- Between 7 main performance dimension, most influential performance dimensions on Automotive Industry Reputation are;
 - 1. Employee Brand**
 - 2. Financial Strength**
 - 3. Product/ Service Quality**
- Performance dimensions that have to be primarily improved;
 - 1. Familiarity**
 - 2. Emotional Loyalty**
 - 3. Employee Brand**

* Difference of Industry Benchmark and Industry Average score

İtibar Arařtırmaları Merkezi

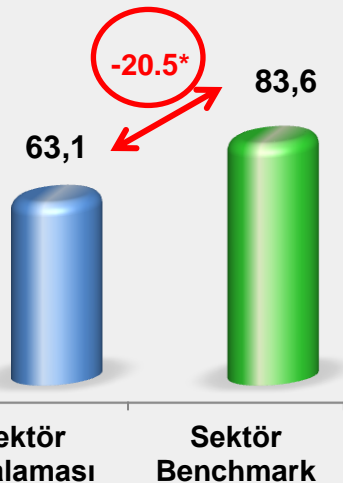
RepMan

Reputation Research Center

2011 Reputation of Transportation (Highways) Industry



Reputation fo Transportation (Highways) Industry Based on Public



Sektör
Ortalaması

Sektör
Benchmark

- Between 12 industry, **Transportation (Highways) Industry** is the 3th most reputable industry.
- As a result of Transportation (Highways) Industry assessment based on public, "**Metro**" ranks number one among 4 companies.
- Between 7 main performance dimension, most influential performance dimensions on Transportation (Highways) Industry Reputation are;
 - 1. Employee Brand**
 - 2. Management Quality**
 - 3. Corporate Responsibility**
- Performance dimensions that have to be primarily improved;
 - 1. Employee Brand**
 - 2. Familiarity**
 - 3. Product/ Service Quality**

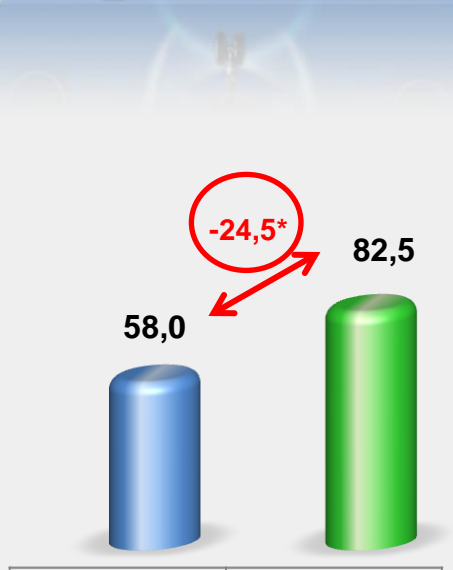
* Difference of Industry Benchmark and Industry Average score



2011 Reputation of Transportation (Airways) Industry



Reputation fo Transportation (Highways) Industry Based on Public



Sektör Ortalaması Sektör Benchmark

* Difference of Industry Benchmark and Industry Average score

- Between 12 industry, **Transportation (Airways) Industry** is the 8th most reputable industry.
- As a result of Transportation (Airways) Industry assessment based on public, "**Turkish Airlines**" ranks number one among 5 companies.
- Between 7 main performance dimension, most influential performance dimensions on Transportation (Airways) Industry Reputation are;
 - 1. Employee Brand**
 - 2. Corporate Responsibility**
 - 3. Management Quality**
- Performance dimensions that have to be primarily improved;
 - 1. Familiarity**
 - 2. Product/ Service Quality**
 - 3. Management Quality**

İtibar Arařtırmaları Merkezi

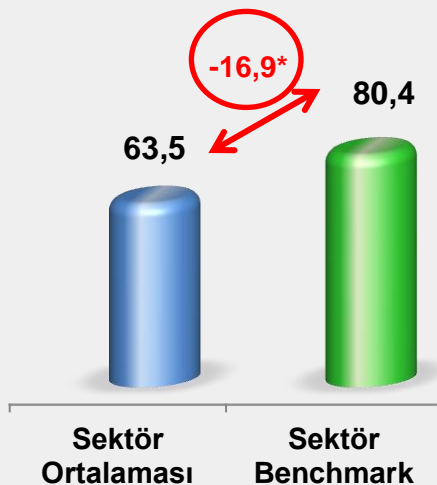
RepMan

Reputation Research Center

2011 Reputation of Retail Industry



Reputation fo Retail Industry Based on Public



- Between 12 industry, **Retail Industry** is the 2nd most reputable industry.
- As a result of Retail Industry assessment based on public, "**Migros**" ranks number one among 10 companies.
- Between 7 main performance dimension, most influential performance dimensions on Retail Industry Reputation are;
 - 1. Product/ Service Quality**
 - 2. Employee Brand**
 - 3. Management Quality**
- Performance dimensions that have to be primarily improved;
 - 1. Familiarity**
 - 2. Management Quality**
 - 3. Product/ Service Quality**

* Difference of Industry Benchmark and Industry Average score

İtibar Arařtırmaları Merkezi

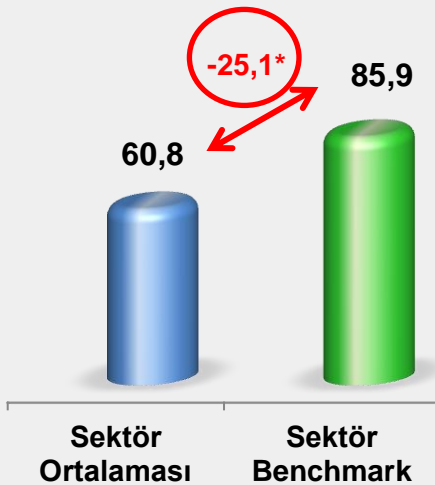
RepMan

Reputation Research Center

2011 Reputation of Durable Consumer Goods Industry



Reputation fo Durable Consumer Goods Industry Based on Public



- Between 12 industry, **Durable Consumer Goods Industry** is the 5th most reputable industry.
- As a result of Durable Consumer Goods Industry assessment based on public, "**Arçelik**" ranks number one among 12 companies.
- Between 7 main performance dimension, most influential performance dimensions on Durable Consumer Goods Industry Reputation are;
 - 1. Management Quality**
 - 2. Product/ Service Quality**
 - 3. Financial Strength**
- Performance dimensions that have to be primarily improved;
 - 1. Management Quality**
 - 2. Product/ Service Quality**
 - 3. Emotional Loyalty**

* Difference of Industry Benchmark and Industry Average score

İtibar Arařtırmaları Merkezi

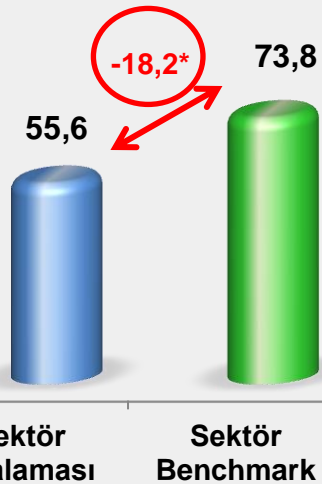
RepMan

Reputation Research Center

2011 Reputation of Construction Industry

Reputation fo Construction Industry Based on Public

- Between 12 industry, **Construction Industry** is the least reputable industry which is placed on the bottom.
- As a result Construction Industry assessment based on public, "**Ağaoğlu Construction**" ranks number one among 13 companies.
- Between 7 main performance dimension, most influential performance dimensions on Construction Industry Reputation are;
 - 1. Employee Brand**
 - 2. Financial Strength**
 - 3. Product/ Service Quality**
- Performance dimensions that have to be primarily improved;
 - 1. Familiarity**
 - 2. Emotional Loyalty**
 - 3. Employee Brand**



* Difference of Industry Benchmark and Industry Average score

İtibar Arařtırmaları Merkezi

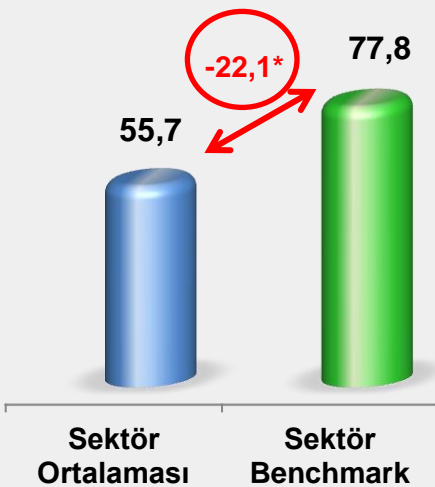
RepMan

Reputation Research Center

2011 Reputation of Holdings



Reputation fo Holdings Based on Public



Between 12 industry, **Holdings** is the 11th reputable industry.



As a result Holdings assessment based on public, "**Sabancı Holding**" ranks number one among 11 holdings.



Between 7 main performance dimension, most influential performance dimensions on Holdings Reputation are;

- 1. Management Quality**
- 2. Employee Brand**
- 3. Product/ Service Quality**



Performance dimensions that have to be primarily improved;

- 1. Familiarity**
- 2. Emotional Loyalty**
- 3. Product/ Service Quality**

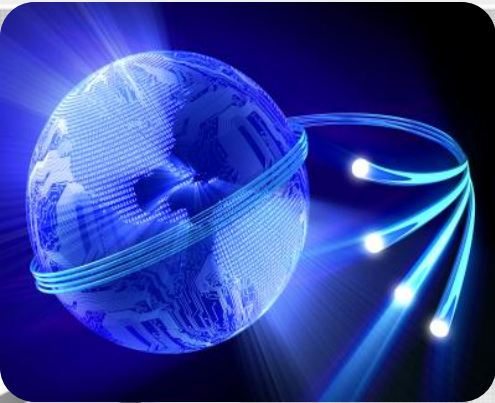
* Difference of Industry Benchmark and Industry Average score

İtibar Arařtırmaları Merkezi

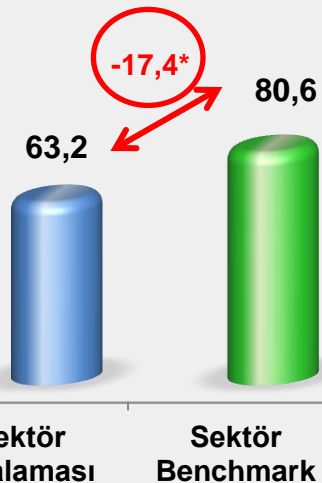
RepMan

Reputation Research Center

2011 Reputation of Telecommunication Industry



Reputation fo Telecommunication Industry Based on Public



Sektör
Ortalaması

Sektör
Benchmark



Between 12 industry, **Telecommunication Industry** is the 4th most reputable industry.



As a result of Telecommunication Industry assessment based on public, "**Turkcell**" ranks number one among 4 companies.



Between 7 main performance dimension, most influential performance dimensions on Telecommunication Industry Reputation are;

- 1. Financial Strength**
- 2. Management Quality**
- 3. Employee Brand**



Performance dimensions that have to be primarily improved;

- 1. Management Quality**
- 2. Product/ Service Quality**
- 3. Employee Brand**

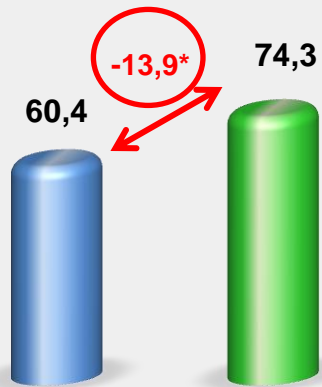
* Difference of Industry Benchmark and Industry Average score



2011 Reputation of Fuel Oil Industry



Reputation fo Fuel Oil Industry Based on Public



Sektör Ortalaması Sektör Benchmark

- Between 12 industry, **Fuel Oil Industry** is the 6th most reputable industry.
- As a result of Fuel Oil Industry assessment based on public, "**Opet**" ranks number one among 5 companies.
- Between 7 main performance dimension, most influential performance dimensions on Fuel Oil Industry Reputation are;
 - 1. Product/ Service Quality**
 - 2. Employee Brand**
 - 3. Management Quality**
- Performance dimensions that have to be primarily improved;
 - 1. Emotional Loyalty**
 - 2. Product/ Service Quality**
 - 3. Management Quality**

* Difference of Industry Benchmark and Industry Average score