

# THE GAME OF COMPETITION



*January, 10th, 2024*

## **Global game is re - installed !**

Change creates great opportunities because the game is re-established with the change. But here I say to be a part of change, because it is no longer meaningful to follow the change... When the game is re-established, you need to direct the rules and work to create the rules. For companies and for the Turkish economy, especially for the areas we are ahead of competition, we should play the players role... Or productions will remain idle. We are in the economy - based productivity and target -oriented working period. The consumer is changing, the customer is changing and it becomes difficult to hold it. The methods and technologies applied for this are also changing. Creating content, using 3D software, creating new stories becomes critical. Basically, it is necessary to transform with technology and move to an efficient economy. The main backbone of the change in technology creates a good use of 'data .. It looks like making a blind flight without using the data. This is the case for these companies, for the country's economy. We may not be able to make the products we export today in tomorrow. One day it's possible that buyers are taking it elsewhere or we will be able to do it. Because the demand structure is changing. The good analysis of the demand structure and having data reveals the superiority. For example, instead of subcontracting for value -added exports, the necessity of entering the market and dominating the data emerges. Many fields that we see as 'service' like logistics are now affecting competition under technology and operational productivity. Sustainability is the new balance. Because the demands of the sectors and the demands of the societies are going to the point of sustainability. Today, sustainability rules, especially textile, affect competition very quickly. This is also an advantage, of course, if you can realize productions in accordance with sustainability and turn it into an advantage, then we will get a competitive advantage in the new world we will go. But it is not very rational to leave the transformations on this issue only to companies. It is necessary to create rules, trainings and strategies starting from SMEs, especially SMEs, and encourage companies in this direction. National strategies are required. In order to increase the added value in exports, competition analyzes should be carried out and resources should be directed in the correct direction. Otherwise, all our companies should be directed to exports, it does not bring a strategic approach to competition. Artificial Intelligence affects competition. Price competition is gradually disappearing, and cheap workmanship is replaced by robot production. Turkey's economic, monetary fluctuations also lead to 'price' focused competition. The concept of value is already possible with creative economies. Artificial intelligence became a 'fantasy' and became the main actor of productivity. It changes the game of artificial intelligence in both the company and in the competition in consumer-customer relations. Increases productivity, shortens the road. You know, there is no time to say what happens until artificial intelligence arrives, it is in everything. Creative, entrepreneurial, sustainable, technology -based new economic model brings success in the competition of the future.

Don't be with Future .. Be Future..

*Özlem Narman*

*Business Management - Sustainability - Consultant*

*NRM Consulting - Founder*