Strategic Management in IT Companies in Türkiye: Examining Strategic Statements

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ABSTRACT

This research aims to examine in detail the strategic expressions of the IT sector in Türkiye. The main goal of the study, which will be carried out using a detailed content analysis method, is to determine Türkiye's strategic directions and priorities in the IT sector and to reveal the opportunities and challenges in the sector by examining the strategic statements of different actors. This research also aims to make a significant contribution to understanding Türkiye's current strategic IT situation and predicting future trends. Türkiye is an important country in Europe with a rapidly developing and remarkable IT sector. This sector plays a prominent role in Türkiye's national economy, and it is important to compare strategic statements to understand its future trends and growth potential. This study aims to identify common and different elements in the strategic statements of IT companies in Türkiye and to analyze the sector's priority strategic areas and main challenges. For this purpose, websites, press releases, and other textual documents of IT companies in Türkiye will be examined using a detailed content analysis method. The research results provide important information about the strengths and weaknesses of IT companies in Türkiye. Strengths include a clear vision, customer focus, pursuit of excellence, innovation, and teamwork. Weaknesses can be summarized as a lack of concreteness and detail in strategic statements, not clearly expressing the services and solutions offered, and not sufficiently emphasizing the special aspects that distinguish each company from others.

Keywords: Strategic Management, Information Technology (IT) Sector, Strategic Expressions, Comparative Analysis

1. Introduction

Today, the IT sector stands out as a rapidly evolving field in Türkiye and plays an important role in economic development. Türkiye is an important country that leads the rapid growth and development process in Europe's IT sector. This study aims to examine and compare the strategic statements of IT companies in Türkiye. By examining Türkiye's strategic orientations, priorities, and challenges in the IT sector, the value and meaning of this information will be revealed for the parties in the sector.

Strategic management is the process of determining long-term goals and developing and implementing strategies to achieve these goals. The strategic statements of IT companies reflect their efforts to maintain the competitive advantage, promote innovation, and position themselves effectively in the market. This study aims to understand and compare the strategic statements of IT companies in Türkiye using a detailed content analysis method.

Türkiye's IT sector is recognized as a significant driving force in its national economy. Therefore, comparing the strategic statements of IT companies in Türkiye is critical when evaluating the future trends and growth potential of the sector. This research will reveal and compare these strategic statements through detailed content analysis of websites, press releases, and other textual documents of IT companies in Türkiye.

The main focuses of this research include identifying common and different elements in the strategic statements of IT companies in Türkiye, identifying priority strategic areas in the sector, and analyzing the main challenges faced by the IT sector in Türkiye. This information will significantly contribute to supporting the strategic decisions of companies operating in the IT sector and those investing in this sector.

This research aims to provide new information about the strategic orientations, priorities, and future trends of the IT sector in Türkiye, as well as contribute to understanding the challenges in the sector and offer solutions. The findings of this study will provide valuable perspectives to companies operating in the IT sector and policymakers, helping them to better understand strategic management and development in the IT sector.

2. Strategic Management and Strategic Expressions

Strategic management is a process that involves developing and implementing plans to help an organization achieve its goals. This process may include creating strategy, planning organizational structure and resource allocation, managing change initiatives and controlling processes and resources. Strategic planning involves identifying business challenges, selecting the best strategy, monitoring progress, and adjusting the implemented strategy to improve performance. Tools such as SWOT (challenges, weaknesses, opportunities and threats) analysis are used to evaluate the opportunities and threats that exist among the organization, competition, and the overall market. Strategic management occurs broadly at leadership levels throughout an organization; however, it can also be implemented at a department or team level. There are two basic approaches to strategic management: prescriptive and descriptive. While the preliminary written model focused on how strategies should be developed, the descriptive model was based on trying different methods to find solutions and involved learning from experience. Strategic management can be applied to business as well as to nonprofit organizations, the government, and the public sector.

Businesses that implement strategic management should make their goals, objectives, mission, and vision concrete and express them in special sentences. These statements are important as a guide for managers, employees, and other stakeholders in the business and its environment.

Strategic management is the process of developing and implementing strategies to determine a business' long-term goals, use its resources effectively, and achieve competitive advantage (David,& David, 2021). This management approach aims to make strategic decisions, direct resources, measure performance, and achieve strategic goals by evaluating the business' internal and external environments (Wheelen, Hunger, Hoffman, & Bamford, 2017).

Strategic management enables businesses to establish strategies to determine goals and achieve and maintain the competitive advantage. These strategies aim to improve the competitive position of the business, meet customer expectations, and support sustainable growth. The strategic management process includes the stages of analysis, planning, implementation and control (Li et al., 2021).

Porter's (1980) five force analysis (Anton, 2015) enables businesses to evaluate forces in the industry environment to gain the competitive advantage. Barney's (1991) resource-based view (Purnomo, 2013) emphasizes that businesses must have unique and valuable resources to maintain their competitive advantage. Hamel and Prahalad's (1990) defined core capabilities as the basic capabilities that enable a business to stand out and create a competitive advantage. Mintzberg, Ahlstrand, and Lampel's (1998) strategy phase model explains in detail the analysis, planning, implementation, and control stages of the strategic management process. Kaplan and Norton's (1992) balanced scorecard is a management tool that provides strategic performance measurement, including non-financial performance indicators. Johnson,

Scholes, and Whittington's (2008) strategic management approaches address different theoretical frameworks (growth, resource-based, cultural, etc.) and implementation models of strategic management.

A mission refers to a statement that explains an organization's primary reason for existence, objectives, and activities. It emphasizes why the organization exists and the needs that it aims to meet (Muslu, 2014). A vision is a statement that defines the goals and ideals that the organization wants to achieve in the future. It usually reflects an inspiring and long-term perspective (Erol,& Kanbur, 2014). Values are fundamental principles that guide an organization's beliefs, ethical principles, and business culture. These values affect decision-making processes and organizational behaviors (Küçüksüleymanoğlu, 2008).

While mission is defined as the reason for the existence of a business, vision; It is defined as an image of the place a business wants to reach in the future. While businesses create their mission and vision statements, they also reflect their goals and objectives, strategies, values, the issues they care about, and their entrepreneurial characteristics (Kuduz ,& Atasever, 2022)

3. IT Companies and Their Importance

IT companies are very important for a country. These companies contribute to the country's economy and reduce unemployment. Additionally, these companies improve the country's technological infrastructure and help develop other sectors. For example, IT companies in one country can help other sectors digitalize (Akkaynak, 2023) . They can also increase the country's global competitiveness. In developing countries, IT companies can contribute to the economic development of the country. However, for IT companies to succeed, countries must provide an environment suitable for their development. The environment should include legal regulations, education, research and development activities, infrastructure investments, and other factors (Seyrek, 2011).

There are many IT companies in Türkiye. These companies contribute to Türkiye's economy and reduce unemployment. IT companies in Türkiye operate in software, hardware, telecommunications, e-commerce, financial technology, artificial intelligence, cybersecurity, game development, and many other fields (Aydın, 2012). IT companies in Türkiye can also help the country's other sectors develop. For example, IT companies in Türkiye can help digitalize other sectors as well. IT companies in Türkiye can also increase the country's global competitiveness. IT companies in Türkiye can contribute to the economic development of the country. However, for IT companies to succeed, countries must provide an environment suitable for their development. The environment should include legal regulations, education, research and development activities, infrastructure investments, and other factors (Damar, 2022).

4. Method

In this study, a detailed content analysis, a qualitative analysis method, was used. This method uses text, audio, video, and images. The analysis technique aims to discover symbols and meanings in content. Content analysis allows the discovery of words, meanings, messages, symbols, thoughts, themes, and categories. The researcher discovers semiotics hidden in texts by objectively and systematically coding the symbols and meanings desired to be discovered in the text (Baltacı, 2019). Detailed content analysis is a qualitative research method that has many advantages. Content analysis offers a methodology that can be customized according to the research question, giving researchers a significant advantage in terms of flexibility. This method, which can be used for different types of data, allows researchers to analyze data in various ways. At the same time, content analysis allows for a comprehensive examination of the data. In-depth analysis helps the researcher discover symbols, meanings, ideas, themes, and categories in the data. In terms of methodological accuracy, content analysis required the researcher to code the data objectively and systematically. This prevents misinterpretations or erroneous conclusions. Furthermore, content analysis presents an economic advantage over alternative qualitative research methodologies because it facilitates expeditious data analysis (Questionpro, 2024).

However, content analysis has certain drawbacks. The necessity of subjective interpretation may engender misapprehension of the data or the formulation of erroneous conclusions by the researcher. Additionally, content analysis requires more time investment than other qualitative research techniques, demanding supplementary resources for data coding and analysis.

Coding difficulties are another weakness of content analysis because they can cause researchers to incorrectly code data or draw erroneous conclusions. Content analysis draws attention with its advantages, such as flexibility, comprehensiveness, and methodological accuracy, but also its weaknesses, such as subjective interpretation, time costs, and coding difficulties. However, the correct use of this methodology allows researchers to conduct an in-depth and meaningful analysis (Sociologer, 2024)

In this study, a list of the leading information technology companies from Türkiye was taken, and the first 10

companies from these lists were evaluated for convenience. Mission, vision, and value statements were taken under different tabs on the companies' websites and were subjected to content analysis. Strategic goals, policies, and tactics were not included in this study. Since it would not be appropriate to take all these statements in terms of efficiency, they were summarized in a meaningful way.

A list of Türkiye's IT companies is presented in the following:

"According to the BT Haber Bilişim 500 Research, the 500 largest IT companies in Türkiye achieved a total turnover of 100 billion TL in 2023 (BT Haber, 2024)." The strategic statements of the top 10 companies among these 500 companies were taken and analyzed. Companies are listed on the 2023 list.

In the analysis section, after the mission, vision, and values of the companies are summarized, the concepts they focus on are emphasized. Then, an internal evaluation was performed.

5. Findings and Analysis

5.1. Türkiye IT Companies

Turkcell, Türk Telekom, Vodafone, İndeks Bilgisayar, Arena, Teknosa, Bilkom Bilişim, Armada Bilgisayar, Penta Teknoloji, and Lenovo, Türkiye

Table 1. *Turkcell*

Mission:	Vision:	Values:
To develop Türkiye and Turkish people by using technology.	To play a leading role in Türkiye's digital transformation and become one of the most valuable telecommunication companies in Europe.	Customer Focus Excellence innovation Sustainability Openness and Transparency Team work

Turkcell's strategic statements clearly outline the company's future growth and development plans. These statements show which areas the company will invest in, which markets it will enter, and what services it will offer.

Customer focus, Excellence, Innovation, Sustainability, Openness and transparency, Teamwork, playing a leading role in Türkiye's digital transformation and being one of the most valuable telecommunications companies in Europe.

Turkcell's strategic statements demonstrate that the company has a clear vision. The company attaches importance to values such as customer focus, excellence, and innovation.

Table 2. *Turkish Telecom*

Mission:	Vision:	Values:
To increase connectivity and prosperity in all areas by leading Türkiye's digital transformation.	To be Türkiye's leading telecommunications and digital services company.	Customer Focus Excellence innovation Sustainability Openness and Transparency Team work

Türk Telekom's strategic statements clearly reveal the company's future growth and development plans. These statements show which areas the company will invest in, which markets it will enter, and what services it will offer. Customer focus, Excellence, Innovation, Sustainability, Openness and transparency, Teamwork, Leading Türkiye's digital transformation. Türkiye is Turkey's leading telecommunications and digital services company. Türk Telekom's strategic statements show that the company has a clear vision. The company attaches importance to values such as customer focus, excellence, and innovation.

Table 3. *Vodafone*

Mission:	Vision:	Values:
To contribute to Türkiye's digital transformation by using the power of technology and to offer our customers the best digital experience.	To be Türkiye's most respected and valuable telecommunications company.	Customer Focus Excellence innovation Sustainability Openness and Transparency. Team work

Vodafone Türkiye's strategic statements clearly reveal the company's future growth and development plans. These statements show which areas the company will invest in, which markets it will enter, and what services it will offer.

Customer focus, Excellence, Innovation, Sustainability, Openness and transparency, Teamwork, Contributing to Türkiye's digital transformation, being Türkiye's most respected and valuable telecommunications company. Vodafone Türkiye's strategic statements show that the company has a clear vision. The company attaches importance to values such as customer focus, excellence, and innovation.

Table 4. *Index Computer*

Mission:	Vision:	Values:
To contribute to Türkiye's digital transformation by using the power of technology and to offer the best digital solutions to our customers.	To become Türkiye's leading IT solutions and consultancy company.	Customer Focus Excellence innovation Sustainability Openness and Transparency Team work

Index Bilgisayar's strategic statements clearly reveal the company's future growth and development plans. These statements show which areas the company will invest in, which markets it will enter, and what services it will offer.

Key Points of Strategic Statements: Customer focus, Excellence, Innovation, Sustainability, Openness and transparency, Teamwork, Contributing to Türkiye's digital transformation, being Türkiye's leading IT solutions and consultancy company Index Bilgisayar's strategic statements show that the company has a clear vision. The company attaches importance to values such as customer focus, excellence, and innovation.

Table 5. *Arena Computer*

Mission:	Vision:	Values:
To offer the best experience to game and technology enthusiasts in Türkiye by using the latest innovations in technology.	To be Türkiye's most prestigious and leading game and technology retailer.	Customer Focus Excellence innovation Sustainability Openness and Transparency Team work

Arena Bilgisayar's strategic statements clearly reveal the company's future growth and development plans. These statements show which areas the company will invest in, which markets it will enter, and what services it will offer. Customer focus, Excellence, Innovation, Sustainability, Openness and transparency, teamwork, and being Türkiye's leading game and technology retailer. Arena Bilgisayar's strategic statements demonstrate that the company has a clear vision. The company attaches importance to values such as customer focus, excellence, and innovation.

Table 6. *Teknosa Computer*

Mission:	Vision:	Values:
To facilitate every aspect of life in Türkiye by using the power of technology and to offer our customers the best digital experience.	To be Türkiye's most loved and preferred technology retailer.	Customer Focus Excellence innovation Sustainability Openness and Transparency Team work

Teknosa Bilgisayar's strategic statements clearly reveal the company's future growth and development plans. These statements show which areas the company will invest in, which markets it will enter, and what services it will offer. Customer focus, Excellence, Innovation, Sustainability, Openness and transparency, teamwork, and being Türkiye's most loved and preferred technology retailer. Teknosa Bilgisayar's strategic statements demonstrate that the company has a clear vision. The company attaches importance to values such as customer focus, excellence, and innovation.

Table 7. *Bilkom Informatics*

Mission:	Vision:	Values:
To promote digital transformation in Türkiye by using the power of technology and to offer the most appropriate and innovative IT solutions to our customers.	To become one of Türkiye's most respected and leading IT solutions providers.	Customer Focus Excellence innovation Sustainability Openness and Transparency Team work

Bilkom Bilişim's strategic statements clearly reveal the company's future growth and development plans. These statements show which areas the company will invest in, which markets it will enter, and what services it will offer. Customer focus, Excellence, Innovation, Sustainability, Openness and transparency, Teamwork, Promoting Türkiye's digital transformation, Being one of Türkiye's most respected and leading IT solutions providers, Evaluation of Bilkom Bilişim's Strategic Statements: Bilkom Bilişim's strategic statements show that the company has a clear vision. The company attaches importance to values such as customer focus, excellence, and innovation.

Table 8. *Armada Computer*

Mission:	Vision:	Values:
To offer the best experience to game and technology enthusiasts in Türkiye by exploiting the power of technology and becoming a leading player in the industry.	To be Türkiye's most prestigious and preferred game and technology retailer.	Customer Focus Excellence innovation Sustainability Openness and Transparency Team work

Armada Bilgisayar's strategic statements clearly reveal the company's future growth and development plans. These statements show which areas the company will invest in, which markets it will enter, and what services it will offer. Customer focus, Excellence, Innovation, Sustainability, Openness and transparency, teamwork, being Türkiye's most prestigious and preferred game and technology retailer. Armada Bilgisayar's strategic statements demonstrate that the company has a clear vision. The company attaches importance to values such as customer focus, excellence, and innovation.

Table 9. *Penta Technology*

Mission:	Vision:	Values:
To contribute to Türkiye's digital transformation by using technology and to offer the best value-added solutions to its business partners.	To be Türkiye's leading value-added technology distributor.	Customer Focus Excellence innovation Sustainability Openness and Transparency Team work

Penta Technology's strategic statements clearly outline the company's future growth and development plans. These statements show which areas the company will invest in, which markets it will enter, and what services it will offer. Customer focus, Excellence, Innovation, Sustainability, Openness and transparency, teamwork, and being Türkiye's leading value-added technology distributor. Penta Technology's strategic statements demonstrate that the company has a clear vision. The company attaches importance to values such as customer focus, excellence, and innovation.

Table 10. *Lenovo Türkiye*

Mission:	Vision:	Values:
To help businesses and individuals of all sizes in Türkiye become more productive and connected by exploiting the power of technology.	To be the most preferred PC and mobile device brand in Türkiye.	Customer Focus Excellence innovation Sustainability Openness and Transparency Team work

Lenovo Türkiye's strategic statements clearly reveal the company's future growth and development plans. These statements show which areas the company will invest in, which markets it will enter, and what services it will offer. Customer focus, Excellence, Innovation, Sustainability, Openness and transparency, teamwork, and being the most preferred PC and mobile device brand in Türkiye. Lenovo Türkiye's strategic statements demonstrate that the company has a clear vision. The company attaches importance to values such as customer focus, excellence, and innovation.

5.2. Evaluation of Strategic Statements of Turkish IT Companies

5.2.1. In the Terms of Mission

Similarities can be observed across the mission statements of various companies, as they consistently highlight the utilization of technology to contribute to Türkiye's digital transformation and enhance customer experiences. Collectively, companies aim to contribute to Türkiye's digital advancement, underscoring their commitment to the

nation's technological growth and prosperity. Furthermore, a common theme in most mission statements is the emphasis on customer satisfaction and the provision of tailored solutions to meet customers' needs. Various distinctions emerge among companies, including differences in target audience specificity, industry focus and innovation and leadership approaches. Some companies cater to niche audiences, such as gaming and technology enthusiasts, whereas others target a broader demographic. Additionally, certain companies concentrate on specific industries like gaming, while others adopt a more expansive approach, offering technological solutions across various sectors in Türkiye. Divergent strategies also emerge concerning innovation and leadership, with some companies prioritizing technological advancement to establish industry dominance, while others prioritize customer-centric approaches and value delivery to business partners. In terms of prevailing trends, the digital transformation narrative remains prominent among IT companies in Türkiye, presenting an opportunity to enhance the country's technological infrastructure and operational efficiency. Moreover, steadfast commitment to customer satisfaction persists, with companies recognizing the pivotal role of tailored solutions in gaining a competitive edge. While some companies align their efforts with specific sectors, others pursue a more versatile approach, aiming to address the needs of multiple industries. Mission statements serve as crucial documents that articulate a company's core purpose, operational scope, and value proposition. However, certain statements may lack clarity or relevance to the company's activities, necessitating refinement to achieve greater precision and alignment with organizational objectives.

Although the statement "To be Türkiye's most prestigious and leading game and technology retailer" seems to be focused, it is not a very specific and functional mission statement. The mission statement should more clearly express how the company provides value to customers and the needs it meets. The phrase "being Türkiye's leading value-added technology distributor" does not clearly state what is meant and does not clarify what services are offered as a value-added technology distributor or in which field to be a leader.

The mission statement should clearly state the company's core purpose and how it provides value to the customer. For this reason, more concrete and clear expressions should be preferred over general or vague expressions.

5.2.2. In Terms of Vision

Companies commonly express their aspirations for leadership within the Türkiye market in their vision statements, indicating a strategic aim for prominence in the face of competition.

Moreover, many companies underscore the importance of cultivating a prestigious, respected, and valuable brand image, reflecting a concerted effort to uphold their reputation and brand equity. Distinguishing characteristics among companies are evident in their industry focus, target audience, and service offerings. The varied industry focuses on telecommunications, technology retail, and IT solutions, reflecting the diverse strategic orientations adopted by companies. Furthermore, while some companies tailor their offerings to specific target audiences, such as gaming and technology enthusiasts, others adopt a more generalized approach to cater to broader demographics. Additionally, divergence exists in the service areas, with some companies prioritizing product sales while others emphasizing the provision of information technology (IT) solutions or consulting services.

Current trends highlight a pervasive pursuit of leadership and prestige among IT companies in Türkiye, underscoring the significance of attaining a prominent market position despite competition.

Moreover, a nuanced approach to customer orientation is observed, with some companies emphasizing customer satisfaction and preference in their vision statements, while others prioritize sectoral leadership and brand valorization. Furthermore, companies exhibit variance in their focus on technology distribution and product sales, with some emphasizing direct sales of technology products and others concentrating on technology distribution and solution provision. Notably, vision statements are expected to embody clarity, measurability, and inspiration. However, certain statements may lack specificity or a clear definition of goals. For instance, phrases like "most loved and most preferred" lack measurability and may render the vision statement ambiguous. Employing specific and measurable objectives instead of such statements can enhance the effectiveness of the vision statement.

5.2.3. Values

The data are analyzed based on value expressions as follows:

Customer focus, perfection, innovation, sustainability, openness and transparency, and teamwork are frequently encountered themes in the mission, vision, and value statements of companies. Customer focus and excellence emerge as the most prevalent value expressions, underscoring companies' dedication to customer satisfaction and the pursuit of high-quality products and services. Similarly, innovation and teamwork are widely cited, highlighting companies' emphasis on fostering innovative practices and collaborative work environments.

However, disparities exist in the frequency of usage of certain expressions. Sustainability, openness, and transparency are less commonly referenced than customer focus and excellence. This variance may suggest different levels of emphasis or awareness regarding sustainability and transparency among companies.

An exhaustive analysis of mission, vision, and value statements reveals a convergence of themes, although nuanced differences are attributable to each company's unique culture, industry focus, and objectives. Certain expressions are missing or not widely used in Turkish IT companies. For example, expressions such as "creating global impact" or "ensuring social transformation", which can be frequently seen in the missions of international companies, are less common in Turkish IT companies. In addition, while concepts such as "diversity and inclusion", "social responsibility" or "commitment to ethical values" are frequently included in the value statements of international companies, it is observed that these expressions are missing or less emphasized in Turkish IT companies. However, the IT sector in Türkiye is gradually adapting to international standards, and companies' mission, vision and value expressions of companies are developing accordingly. Therefore, over time, expressions that are more consistent with international standards are likely to become more common in Turkish IT companies.

5.2.4. Strengths

Each company possesses a clearly articulated vision delineating its future growth and development strategies. Customer focus is a paramount principle across all companies, with an unwavering commitment to prioritizing customer needs above all else. The pursuit of excellence is a universal goal shared by these companies, as they strive to innovate and refine their solutions. Emphasizing innovation, all companies remain vigilant in monitoring and adopting new technologies and trends to remain competitive. Teamwork is deeply ingrained within organizational cultures, with an emphasis on fostering collaborative environments and encouraging employee cooperation. Sustainability is a core value embraced by all companies, reflecting their dedication to operating in an environmentally and socially responsible manner. A commitment to openness and transparency underscores the importance of clear and honest communication with stakeholders, serving as a foundational principle across all organizations.

5.2.5. Shortcomings

Certain statements in company documents exhibit a tendency toward generalization and repetition. For instance, terms like "customer focus," "excellence," and "innovation" are recurrent across various companies' statements, lacking specificity and distinctiveness. In addition, some assertions lack substantiation through concrete examples. For instance, while companies proclaim investments in technology and innovation, specific areas of investment remain unspecified, diminishing the clarity and impact of such statements. Furthermore, clarity regarding the services and solutions provided by certain companies is lacking, resulting in ambiguity regarding their offerings and capabilities.

5.2.6. Points That Need Further Expression

- What are the special aspects of each company that distinguish from others?
- Which sectors and companies do these companies serve?
- What are the companies' references and success stories?
- Do companies undertake social responsibility projects?

In general, the strategic statements of 10 Turkish IT companies clearly reveal their future plans and goals. It is also admirable for companies to attach importance to values such as customer focus, excellence, and innovation.

However, the fact that some statements are too general and repetitive and are not supported by concrete examples makes it difficult to obtain a clear understanding of the services and solutions offered by companies.

The strategic statements of all companies include statements such as "contributing to Türkiye's digital transformation". This shows that companies are willing to contribute to Türkiye's digitalization.

Some companies' strategic statements include goals such as "Being Türkiye's leading IT company." This enables companies to achieve leadership positions in the industry.

All 10 Turkish IT companies have a clear vision and attach importance to values such as customer focus, excellence, and innovation. However, some statements are too general and repetitive and are not supported by concrete examples, making it difficult to obtain a clear understanding of the services and solutions offered by companies.

6. Conclusion and Evaluation

In this study, a comprehensive review and evaluation of the strategic statements of IT companies in Türkiye are presented. Research findings show that IT companies in Türkiye generally have similar priorities. Common values such as a clear vision, customer focus, pursuit of excellence, innovation, teamwork, responsibility, and honesty stand out in each company. However, some shortcomings were also observed. Issues such as the fact that strategic statements are general and repetitive, they are not supported by concrete examples, and the services and solutions they offer are not clearly expressed are noteworthy. In addition, details such as the special aspects of each company that distinguish it from others, the sectors and companies it serves, references, and success stories should be further clarified. The research findings provide important information about the strengths and weaknesses of IT companies in Türkiye. Strengths include a clear vision, customer focus, pursuit of excellence, innovation, and teamwork. The weaknesses can be summarized as the lack of concreteness and detail in strategic statements, the services and solutions they offer are not clearly expressed, and the special aspects that distinguish each company from others are not sufficiently emphasized. In order to achieve further development and the competitive advantage, IT companies in Türkiye need to make their strategic statements more concrete and detailed. This can be achieved through the following steps:

Supporting concrete examples: Strategic statements should be supported with concrete examples to make them more convincing. This involves presenting examples of companies' past successes and the tangible benefits of their services. Clear statement of services and solutions: Strategic statements should include a clear description of the services and solutions that companies offer. This will ensure that the audience can easily understand what companies are doing and what value they offer. Highlighting the special aspects that distinguish each company: Strategic statements should highlight the special aspects that distinguish each company from others. This will reveal companies' differences and competitive advantages in the industry.

In addition, a more comprehensive analysis can be made by taking into account factors such as social responsibility projects, sectoral focus, customer satisfaction, as well as mission, vision, and value statements. Such analyses can contribute to the development of IT companies in Türkiye and increase the competitiveness of the sector. As a result, IT companies in Türkiye have significant potential. By making their strategic statements more effective, they can achieve further industrial development. A more detailed analysis and concrete actions are required to achieve these goals. This study also provides a comprehensive review of the strategic statements of IT companies in Türkiye, important information about the strengths and weaknesses of IT companies in Türkiye in their strategic statements, and suggestions for improving their strategic statements of IT companies in Türkiye.

This study can be expected to assist researchers in their research for the following reasons:

- A detailed analysis of the strategic statements of IT companies in Türkiye can be made according to specific sectors or businesses.
- The impact of strategic statements on company performance can be investigated.

In this study, the strategic statements of IT companies in Türkiye were examined through a limited number of examples. More companies need to be examined for a more comprehensive analysis. Additionally, only information on companies' websites was analyzed in this study. An analysis of companies' internal documents and the opinions of their employees can provide a deeper perspective.

Suggestions;

In enhancing the effectiveness of their strategic statements, IT companies in Türkiye would benefit from enhancing the level of specificity and detail therein. A more exhaustive analysis could be conducted by incorporating various factors, including but not limited to social responsibility initiatives, sectoral emphasis and measures of customer satisfaction, alongside scrutiny of companies' mission, vision and value statements. Such comprehensive analyses have the potential to foster the advancement of IT enterprises in Türkiye while simultaneously strengthening the competitiveness of the sector. By elucidating the intricacies of their strategic frameworks and operational paradigms, companies can fortify their positioning within the industry landscape and cultivate a more robust foundation for sustainable growth and innovation. IT companies in Türkiye have significant potential. By making their strategic statements more effective, they can achieve further industrial development. A more detailed analysis and concrete actions are required to achieve these goals.

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