StratejiCo.

Presidency Of Defence Industries

Customer: **PRESIDENCY OF DEFENCE INDUSTRIES**

Sectors: **Defense**

Services: **Strategy Development and Implementation**

Presidency of Defence Industries has decided to make the defence industry more competitive and more open to export. As StratejiCo. we helped them to develop a corporate identity to be communicated with all public and private stakeholders.

Challenge

Presidency of Defence Industries, which is Turkey's defence procurement authority, has set the goal of making Turkish defence industry competitive and integrated with the international market. The target included introducing unique solutions in accordance with the technological improvements to meet the national strategic defence and security requirements. With this purpose in mind, Presidency of Defence Industries has decided to **create a new vision, mission, and strategy.**

Solution

As StratejiCo. we realized that the actual need for a contemporary defence industry could not be met through just the executive team's insights and expectations alone. So we suggested the management to include all of its local and foreign stakeholders into the process.

As a result of workshops with Presidency of Defence Industries local and foreign customers, we developed a **corporate identity report** in accordance with the insights and expectations of stakeholders. This report laid the groundwork for Presidency of Defence Industries to create a new vision, mission, and corporate strategy.

Result

With the help of **corporate principles** derived from the report, Presidency of Defence Industries pioneered the defence industry to expand abroad by succeeding in objectives of increasing exports and promoting Turkish defense firms.