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Changing the Blue&Green Design Technology Company

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## CHANGING THE BLUE&GREEN DESIGN TECHNOLOGY COMPANY

### CASE SYNOPSIS

Blue&Green Design Technology company serves design programs and digital printing software to textile industry for thirteen years, providing trainings and technical support as well. The company represents some well known global companies in the digital printing area in Turkey. In the market, most of the companies are serving almost same programs and software products; therefore, most important differentiation point of Blue&Green Design Technology is quality of training and technical services. Hence, customer relationship management plays important role in the market competition.

This case examines the change process of Blue&Green Design Technology Company after Neyla Bulut was hired as new sales manager. After Ms. Bulut started to work for the company, she realized that company has some difficulties to managing relationships with their customers and their employees. She observed that although company has run business for more than ten years, it was still working like startup company and there was no clear structure in the organization. Ms. Bulut started to implement new system in order to change the organization's structure from entrepreneurial to more professionalized one with support of the founder managers. On the other hand, it was not so easy to manage that process due to employee resistance. Because of some reasons like lack of clarity and communication employees showed resistance and Ms. Bulut as change manager need to deal with that situation in order to implement the change.



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