

## **Appendix 4**

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## **Appendix 5**

### **ABSTRACT**

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## Appendix 6

<b>LIST OF SYMBOLS</b>	
$C_s$	: Ordering Cost (TL/order)
$D_i$	: i. discount rate (%)
$i$	: Interest rate (%/year)
$L$	: Lead time (day)
$N$	: Number of price options
$P$	: Purchase price (TL/unit)
$R$	: Odering level (unit)
$S$	: Max. amount of reserve (unit)
$s$	: Min. amount of reserve (unit)
$t$	: Number of Period
$e$	: Eror tolerance (%)
$\sigma$	: Standart variation

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## Appendix 7

### LIST OF ABBREVIATION

<b>BOM</b>	: Bill of Materials
<b>CRM</b>	: Customer Relationship Management
<b>DC</b>	: Distribution Center
<b>DP</b>	: Linear Programming
<b>ECR</b>	: Efficient Consumer Response
<b>ERP</b>	: Enterprise Resources Planning
<b>EVA</b>	: Economic Value Added
<b>MIP</b>	: Material Requirements Planning
<b>NPD</b>	: Net present Value
<b>PMS</b>	: Performance Management System
<b>SRM</b>	: Supplier Relationship Management
<b>TKY</b>	: Total quality management
<b>TPM</b>	: Total Productive Management
<b>TÜFE</b>	: Consumer Price Index
<b>UN</b>	: United Nations

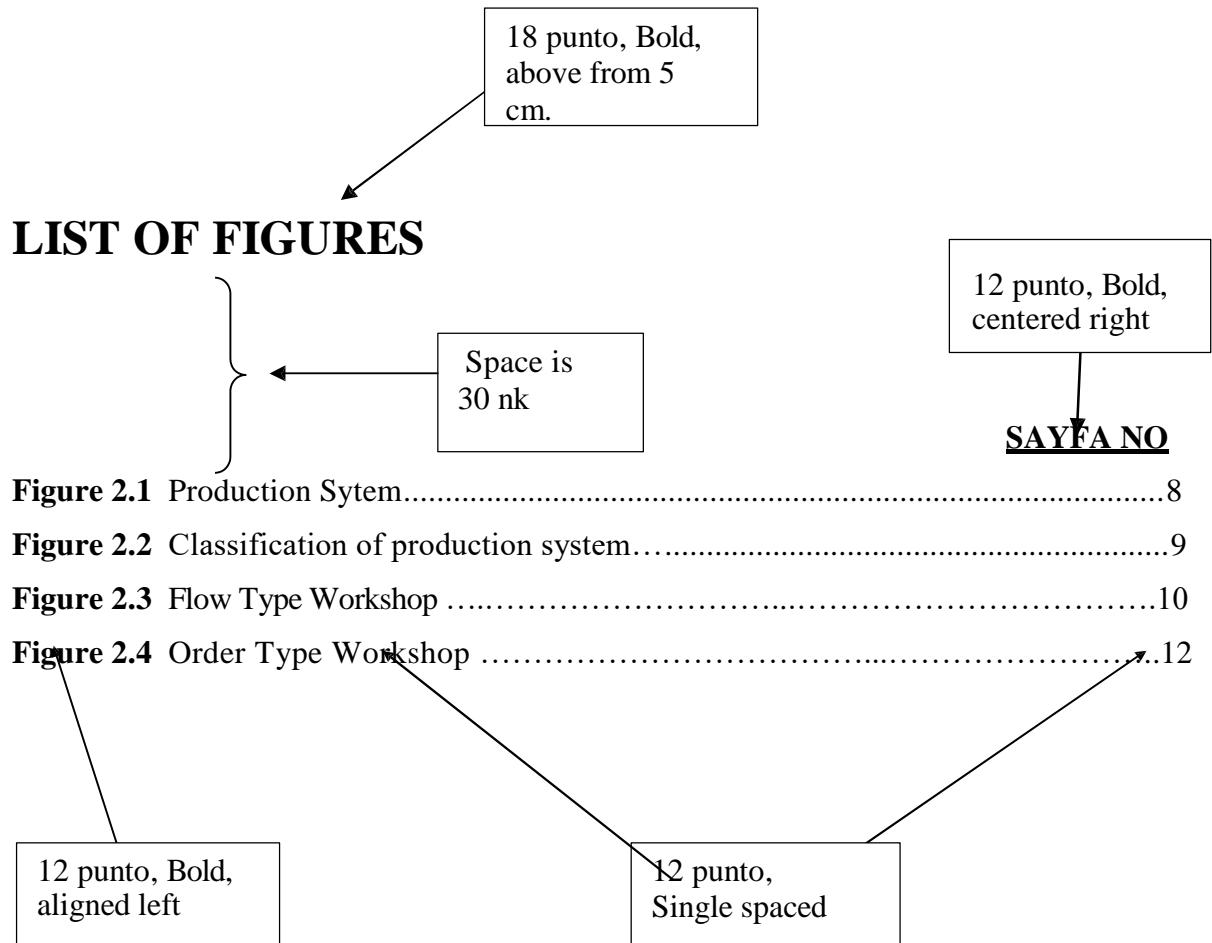
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### LIST OF REFERENCES

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- [1] Çetmeli, E., Çakiroğlu, A.: (1976), “*Tesis Planlama*”, İrfan Publications, İstanbul, Turkey, 85-87.
- [2] Bowersock, T.L., Park, K.: (1997), “*Brand Management*”, In *Encyclopedia of Marketing*, 1 st Ed.; Swarbrick, J.; Boylan, J.C.Eds.; Marcel Dekker, Inc., New York, USA, 16, 115-151.

## **Appendix 11**

