Performance Evaluation and the Balanced Scorecard method, BIST Fabricated Metal Products Machinery Index on an Application

Abstract

Kaplan and Norton introduced the Balanced Scorecard as a new, systematic approach on performance measurement and strategic management literature. Balanced Scorecard is a performance evaluation method which explains the correlation between the organization’s short/long term objectives and financial/unfinancial performance indicators in a cause and effect relationship and reflects the results to the corporate strategy in a balanced manner.

The study aims to determine performance changes of White goods company’s in Istanbul Stock Exchange. Period are dealt with between the years 2010-2014. Metal items bist’ - Machine Vestel White Goods and Arcelik companies in the Index are companies involved in our research scope. Measurement considers customer, financial, learning and growth and internal processes approaches. Year rates are related to each Appliances Company as calculated in the context of research is then done by the percentage equal weighting approaches in the context balanced scorecard business performance are shown. Analyzing White goods sector, it is found that there are constant variations in the sector.

Key Words: Balance Scorecard, White goods company, Financial ratios