

# Arzum – Small House Appliances

## Digital Eyes on the Digital Prize...

Arzum ranks first in the market according to the number of units sold. Arzum provides 650 products in 6 different categories, including cleaning, personal care and ironing to millions of consumers.

Arzum had been receiving a positive return from their transformation work. However, there was a benchmark missing. They didn't have any knowledge about where they are in the market or within the competitors. It was at that point that a digital maturity study became a necessity.

*ARZUM*



From the moment we completed the Digital Maturity Index, we were able to comprehend clearly how we should act on our digital transformation strategy moving forward. This recognition provided us with great convenience while preparing our budget and company strategy. Arzum continues and is now pursuing its work in a more enriched and focused environment.

ARIF EMRE UNAL

