

Innovation of Future Companies



طلال أبو غزالة العالمية
Talal Abu-Ghazaleh Global

The second component:

The Technical Study



طلال أبو غزالة العالمية
Talal Abu-Ghazaleh Global

Training Methodology



Business
Models



Brainstorming



PowerPoint
Presentation



Group
Discussion



Ask Direct
Questions

Training topics



Vision for small and medium enterprises



Establishing small and medium enterprises



Operating small and medium enterprises



Launching small and medium enterprises

Participants' Expectations

Write down expectations
on the wallpaper



Pre-Test



What is technical study?

- After identifying competitors, customers, the target market, market size, expected market share, and the marketing feasibility of the project.
- The technical study takes care of the technical matters to put the project into practice. By studying the project's material and human requirements and needs.



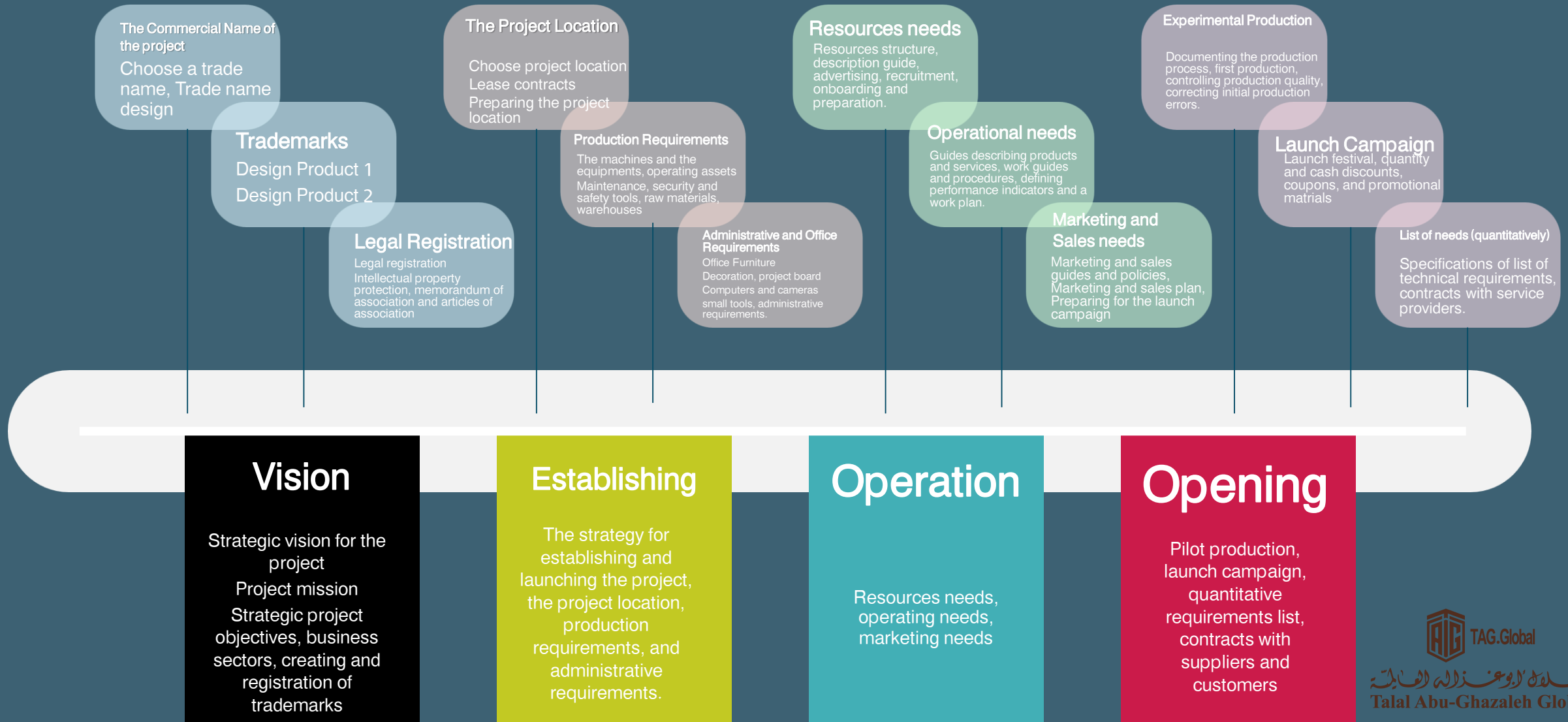
What is Technical Study?

The technical study answers the following questions:

- Technical study tasks.
- The goal of each task.
- Who will do the task?
- What are the required technical specifications?
- What is the time required for completion?
- What is the nature of the contract?
- The highest and lowest price.



Contents of the Technical Study





The Project Vision

The Project Vision

In light of the outcomes of the project's market feasibility study, the project's vision becomes clearer and entrepreneurs begin thinking about the project's strategy:

- The Project vision (the project after 3-5 years)
- The Project message (project mission)
- The strategic goals.
- Project business and service sectors (mix of products and services)
- Strategy for providing products and services.



The Project Vision

When drawing up the project vision, entrepreneurs need to seek the help from specialized experts, as follows:

- Technical consultants in the field of project work.
- Consultants specialized in strategic planning.
- Consultants specialized in institutional building.
- Legal consultants.
- Financial consultants.



The Project Vision

If experts are hired to help in building the strategic vision for the project, the entrepreneur must accurately describe the following:

- Skills and abilities that must be available in consultants.
- An accurate explanation of what is required from the consultants.
- Determine the time frame required for work.
- Outputs required from the consultant or consultants.



The project's strategic vision

Participants are divided into work groups, each group prepares the project's strategic vision according to the technical feasibility study model .

Practical Application



Individual Home Activity: Strategic Directions



My Project

A yellow notepad with ten horizontal lines for writing.

The Project Commercial Name (Entity)

After setting the project vision and the range of products and services, it comes the stage of choosing and designing the project's trade name. The project's trade name must:

- Reflects the vision and mission of the project.
- Accepted in society.
- Available and not registered for others within the project scope of work.
- The domain name is available online.
- The project's trade name has special features in terms of shape, color, and the language or languages it is written in (it may be an Arabic name or an English name at the same time).



Product Design:

After designing the name of the business, it comes the process of designing the products or services that the project provides, and when designing the outer packaging of the product, it must be:

- Describes the added value of the product.
- Acceptable to customers in terms of shape, size and color.
- It is not registered as a trademark for a similar product.
- Describes the marketing message of the product.
- Describes the product's unique characteristics and features.
- Describes how to use.
- Any other requirements such as contact, addresses, production and expiration dates, any awards or standard specifications, production permits, trademark filing number, etc.



Stages of Trade Name & Product Design

When designing the trade name or the shape of the final product:

- The project owner forms a team to choose and design the trade name and the product:
 - Technical consultant
 - Marketing and sales consultant
 - A creative graphic designer or a specialized company.
- Establishing a general framework for what is required (specifications and characteristics)
- Choosing a trademark (brainstorming more than one option, not less than 10 options)
- Choose the trade name for the entity or product and agree on at least 3.



Stages of Trade Name & Product Design

- Initial proposal for the design idea (may be hand-drawn)
- Design and output of the commercial name and product (more than one option, not less than 3)
- Obtaining the opinion of a segment of customers about the design, and ensuring that the design expresses the company or the product.
- Approval of the chosen trade name & products.
- Building the marketing identity for the trade name & products and technical specifications for the design.
- Document and save it in all formats.



Trade name & Product design

Participants are divided into work groups, each group brainstorms about choosing a trade name for a project, as well as a name for the project's products or services.

Practical Application



Individual Home Activity: Choosing the Project Name/Product Name



My Project



Legal Registration

When legally registering the corporate entity, the following must be done:

- Review the law regulating the registration of corporate entities in the country.
- Determine the permits required to be obtained from all parties related to the activity.
- Determine the legal form of the entity (sole proprietorship, individual companies, offering)
- Contracting with a specialized consultant for the purpose of taking advice upon legal registration.
- Discuss the advantages and disadvantages of each type of company with the legal consultant.
- Choose the appropriate legal form and all contracts necessary for registration.
- Legal registration of the corporate entity and obtaining permits.
- Protecting the intellectual property of trademarks through local and international trademark registration.





The Project Establishment

The Project Location

It is the place from which products and services are offered to customers and buyers, and the service can be provided

- Through an actual site on the ground.
- Through a virtual website online.
- Through a physical and virtual location at the same time.



The Project Location

The process of selecting the project site depends on a number of criteria, and the importance of the criteria varies from one project to another depending on:

- The nature of the project and its characteristics.
- Proximity to suppliers, raw materials and service providers.
- Proximity to markets and customers.
- Easy access and availability of basic services.
- Environmental requirements and requirements imposed by relevant authorities.
- The cost of acquisition or rental.
- Long term stability.
- Close to competitors.



Choosing the Project Location

The participants are divided into work groups, each group brainstorms about choosing the most appropriate project location for the project according to the project location selection model.

Practical Application





Individual Home Activity: Choosing the Appropriate Project Location



My Project



Project Site Preparations

After selecting the appropriate project site, the process of preparing and development the site begins according to the following:

- Connection to services such as electricity, water, sewage, telephone, Internet and other services.
- Contracting with specialized engineers and technicians (specialized technician, structural engineer, contractor, interior designer, electrical engineer, plumber, carpenter, gypsum specialist, etc.)
- Design the project site in a way that achieves the best optimization of the project site.
- Determine the site's design implementation needs for materials according to the technical specifications determined by the engineer.
- Search for the best sources of supply for the required materials (price, quality, service, discounts, etc.)
- Labor needs during site preparation and project facilities, and construction work permit fees.



Project Site Preparations

The participants are divided into work groups. Each group brainstorms the most important equipment required for the project site according to the project site equipment model.

Practical Application



Individual Home Activity: Project Site Preparations



Production and Operations Requirements

After completing the preparation of the project site, all production requirements are studied such as:

- Machinery and equipment needed for production: These are all the basic needs of machinery and equipment that the project needs to start production.
- Contracting with specialized engineers and technicians to conduct the necessary technical study of the needs of machinery and equipment.
- Determine the best sources of purchase (purchase of used machinery and equipment, purchase of new machinery and equipment) from local or international sources.
- Determine the cost of purchasing machinery and equipment and all acquisition fees (the cost of the machine, the cost of the technical study, government fees such as: taxes, customs, the cost of transportation to the project site headquarters, the cost of installation and labor for the machinery and equipment...etc.



Production and Operations Requirements

- All operational assets are included in the scope of production and operations requirements, such as: electricity generators, solar energy, goods transport vehicles, vehicles for project workers, and production equipment and tools.
- Also included in the costs of production requirements are all requirements for occupational security and safety, such as (alarms, central fire extinguishers, manual fire extinguishers, occupational security and safety requirements for workers, and any special requirements required by production).
- The production requirements include any technological or software requirements that the project needs, such as (cost and production systems, warehouse systems, operations systems, any special systems required by the project such as the transit system to production sites, etc.).
- Any raw materials that the project may need for the trial production process and ensuring that the production process is carried out according to the required standards and quality.



Production and Operations Requirements

The participants are divided into work groups. Each group brainstorms the most important requirements for production and operations (for a service project, a commercial project, an industrial project, a production project, a craft project, etc.)

Practical Application



Individual Home Activity: Production and Operations Requirements



My Project

A yellow notepad with ten horizontal lines.

Administrative and Office Requirements

After completing the preparation of the project site as well as all production and operations requirements from machinery and equipment, the process of studying the administrative requirements comes, which includes the following:

All administrative and office needs of the project, such as: furniture, desks, computers, fingerprint and attendance systems, printers, scanners, telephone transfers, Internet modems, servers, directional and informational signs inside and outside the project site, the project website, and any administrative fees or licenses such as installing telephone, internet, electricity, water and sewage.



Administrative and Office Requirements

- All paper needs such as (files, invoices, printing papers, invoice printer, employee card , etc.)
- Cleanliness and buffet requirements such as (cleaning equipment, requirements for the project buffet or restaurant.
- Some classify any decoration work as one of the administrative and office costs , especially if it is inside the offices and not in the front windows.
- All operational costs during the month, such as (electricity bills, phone bills, internet and website bills, fuel and diesel costs, cleaning costs, kitchen and hospitality costs, and any other incidental costs.
- Any tools and small office instruments that the project needs (depending on the nature of the project).



Furniture and Office Supplies

Participants are divided into work groups. Each group brainstorms the most important furniture requirements and administrative and office needs (for a service project, a commercial project, an industrial, production, crafts project... etc.)

Practical Application



Individual Home Activity: Furniture Requirements, Office and Administrative Supplies



My Project

A yellow notepad with ten horizontal lines, representing a workspace for notes or a project plan.



The Project Operation

Human Resources Requirements

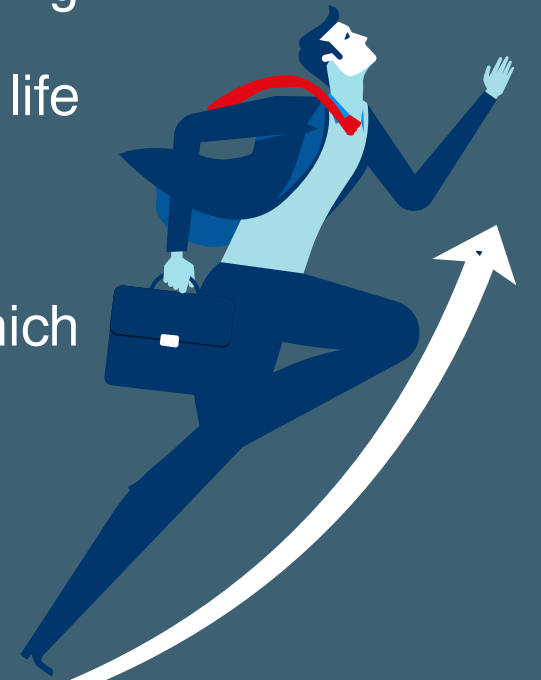
After establishing the project in terms of vision, choosing the project site, and providing the needs for machinery and equipment, as well as office requirements, the process of providing resources comes in terms of the following:

- Determine the required production volume and working hours (one shift, several shifts)
- Determine the number of the required labor, and the method of contracting and paying wages.
- Preparing organizational structures and job descriptions.
- Advertising for the job vacancies and attracting talents.
- Preparing a training and preparation guide for employees, as well as employment policies and salary scales.



Human Resources Requirements

- Determine the needs of training programs for new employees and prepare the training budget.
- Preparing a budget to provide resource requirements, including (advertising costs, employment office costs, social insurance costs, health insurance, life insurance, etc.)
- Preparing the payroll in accordance with the labor law in the country in which the project operates.
- Preparing a guide to evaluate the performance of project workers.



Human Resources Requirements

Participants are divided into work groups.
Each group brainstorms the most important human resources requirements (for a service project, a commercial project, an industrial project, a production project, a craft project, etc.)

Practical Application



Individual Home Activity: Human Resources Requirements



My Project

A yellow notepad with ten horizontal lines for writing.

Operation Requirements

- Determine the mix of products and services provided by the project.
- Production method followed (high quality, medium quality, high quality)
- Work system (single time, shifts)
- Production capacity of the project (production volume of the project monthly, annually)
- The technical stages that the production process goes through.
- Preparing drawings and designs for the production process.
- Preparing a production procedures manual, controlling production quality, and evaluating production quality.



Operation Requirements

- Preparing procurement and logistics guides, and identifying the best sources of purchase.
- Preparing manuals for handling and storage of raw materials and project products.
- Estimating direct operational costs for the expected production volume, such as (raw materials, direct labor, maintenance requirements, fuel and energy, transportation, packaging, storage costs, refrigeration costs, government fees such as sales taxes, and any other fees).
- Develop a work plan, performance indicators, and performance evaluation guides.
- Automating all administrative systems and operating manuals such as (production system, purchasing system, administrative system, accounting system, warehouse system, etc.).



Operational requirements and Needs

Participants are divided into work groups. Each group brainstorms the most important operating requirements (for a service project, a commercial project, an industrial, production, crafts project... etc.)

Practical Application





Individual Home Activity: Requirements for Operating the Project



My Project



Marketing and Sales Requirements

- Determine the sales channels in which the products will be sold (sale agents, wholesale trade, retailers, supermarkets, groceries, direct consumers).
- Preparing the sales policy for the products and services provided by the project (at the level of each sales outlet).
- Determine the selling price policy for different outlets, as well as the selling commission system.



Marketing and Sales Requirements

- Preparing sales manuals and procedures.
- The cost of advertising and marketing materials.
- Preparing an information system about sales and marketing reports.
- Preparing a reporting system for tracking competitors in terms of (products, prices, commissions, distribution and sales outlets, promotion, etc.)
- Determine the sales target for the project's products and services.



Marketing and Sales Requirements:

Participants are divided into work groups. Each group brainstorms the most important marketing and sales requirements (for a service project, a commercial project, an industrial, production, crafts project... etc.)

Practical Application



Individual Home Business: Marketing and Sales Requirements



My Project

A yellow notepad with ten horizontal lines, representing a project plan or notes.



Project Launch

Trial Production

After completing all the requirements for establishing and operating the project, the trial production process comes, which is a process through which it is ensured that the production process is carried out in accordance with the required technical needs and specifications. During this stage, the following is done:

- Documenting the production process.
- Evaluating and controlling production quality.
- Correcting production errors before inaugurating and launching the product.



Inauguration and Launch of the Project

The project is launched through a combination of promotional tools such as:

- Marketing advertisements for products and services (read press, audio, and visual)
- Price and quantity discounts for sale agents and dealers.
- Cash discounts and additional quantities.
- Launch festival.
- Draw coupons for attractive prizes.
- Personal selling and marketing visits.
- Various advertising materials.
- Press and news coverage.



Identify Lists of Needs

Determine all lists of needs for the project through the following:

- The needs of the project launch vision.
- The needs of the project establishment.
- The needs of the project operational.
- The needs of the project launch.

