

Future Companies Innovation Programs

Fundamentals of Businesses Development

First Session



At the End of the Session, We Expect the Followings:

Knowing what business development is

Well understanding of the concept of partial and comprehensive business development

Knowing closely about why business development is important for small and medium development

Highlighting the areas of small and medium development



Training Themes



The concept of Small and Medium Development



Why Small and Medium Development



Small and Medium Business Development Areas



Forms of Small and Medium Development

Participants Expectations



Write the question on the wallpaper



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Pre-test

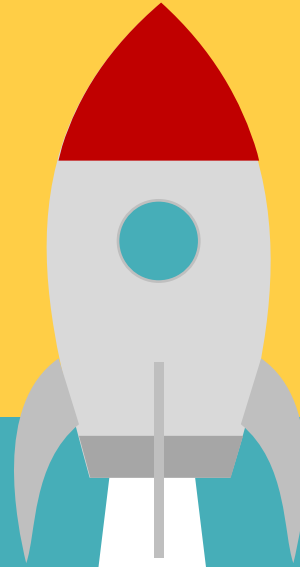


What do you know
about Small and
Medium Development

Write the question on the wall sheet

Direct Question for Participants





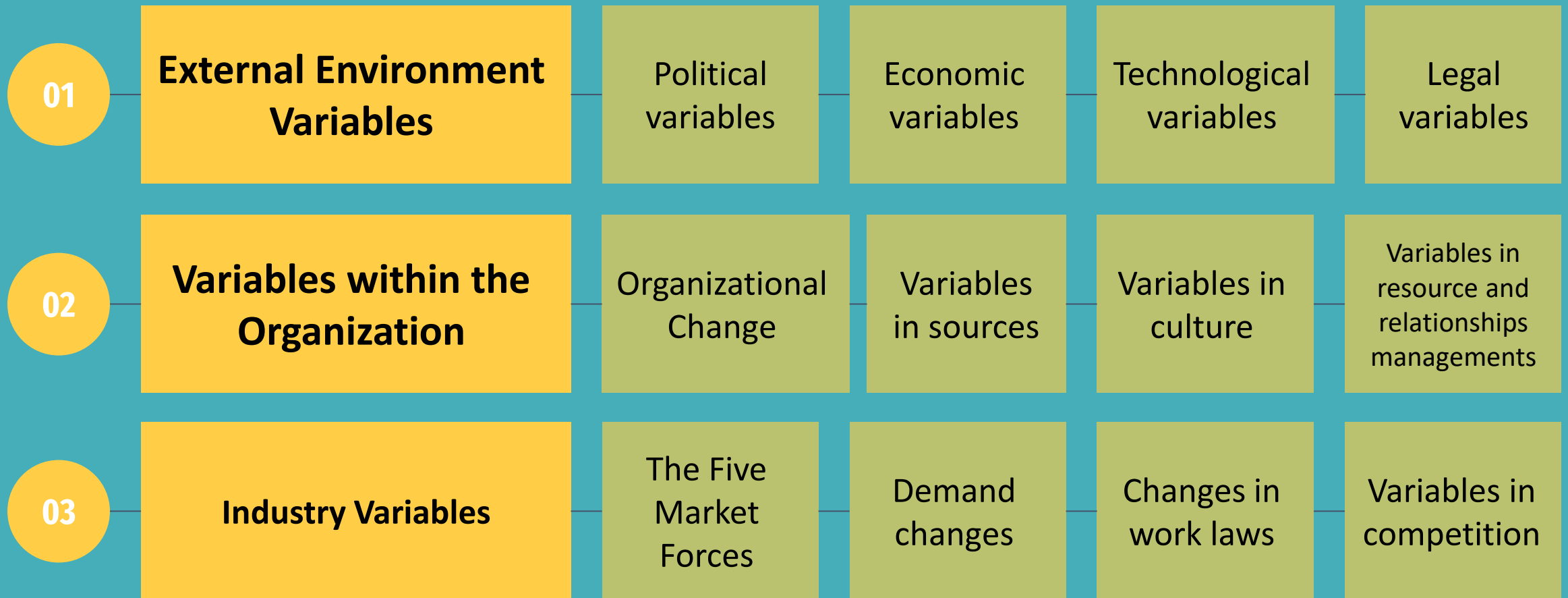
Why

SMB

Development?

(Small and medium business
development)

SMB Development Reasons



Why SMB (small and medium business) Development



Basic Concepts about Business Development

In light of the accelerating changes of the environment surrounding business organizations and the resulting challenges, business development for small and medium projects has become one of the most important basic components for the success of these businesses, as is the case of capital, management or product

Making changes that lead to increased sales and the expansion of the presence of business organizations in order to maximize sales and achieve financial gain is meant by business development

It is necessary to implement all measures supporting the process of developing small and medium enterprises urgently, taking into account the risks and losses that may be incurred in case development function is neglected or delayed, in order to activate the role of the business development function effectively.



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Basic Concepts about Business Development

Business development is the approach of entrepreneurs and SMB towards creating value and making money

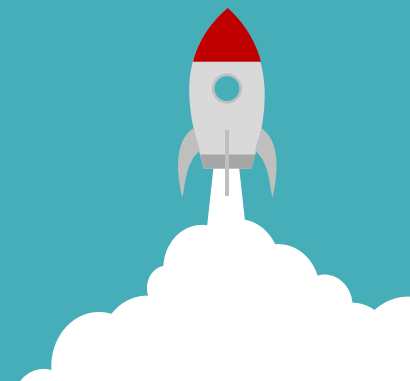
Business development means studying the problem or problems faced by small and medium enterprises, coming up with a vision and solutions to address these problems, and studying the efficiency and effectiveness of these solutions in promoting value creation and financial gain for these projects

Development is an ongoing process that revolves around moving from a current situation to a future situation by making a change either completely, partially or radically on one of the dimensions of small and medium businesses



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What is the
difference among:
partial , radical and
total evolution?

Write dawn the question
on the wallpaper

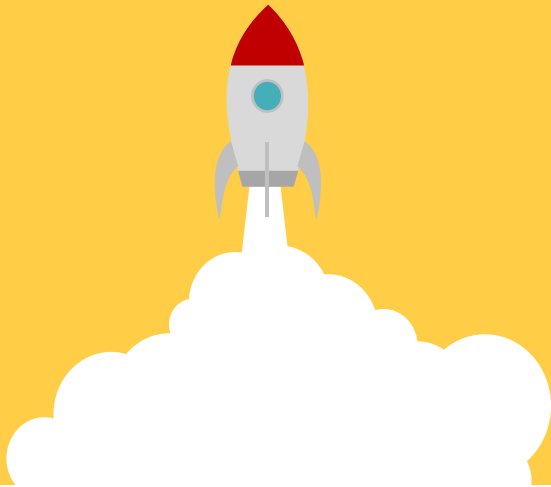
Group Discussion.



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Total and partial Development

For Small and Medium Business

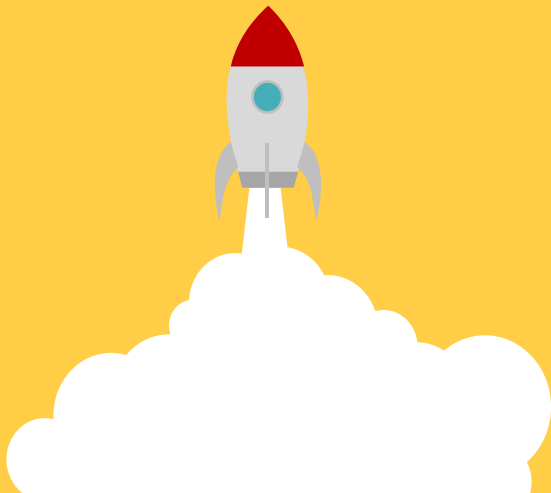


Total and partial development in general, is the developments that occur in something that already exists, for example, mobile phone companies and the developments that occur in them in mobile phone models from year to year are considered a total development, while the development of storage capacity or the camera of one of the versions or models is a partial development that may be caused by a problem.

Radical Development

Radical development usually means new innovations in something that did not exist before. For example, the shift of the car market from petrol cars to solar-powered cars.

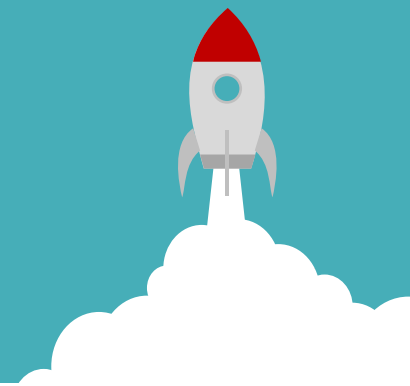
**For Small & Medium
Business**

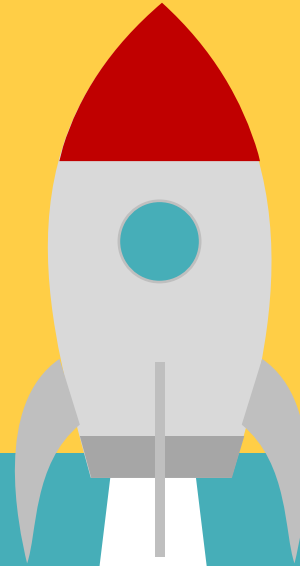


Partial, Radical and
Total Development
Examples
with the reason

Write the question on the
wallpaper

Brainstorming



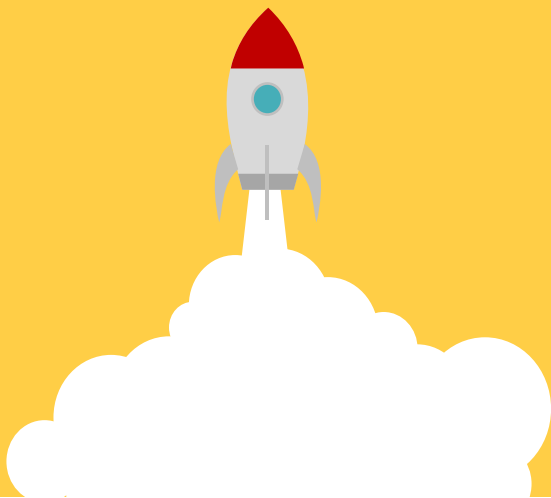


The Importance

of Small and Medium Business Development

The Importance

of Small and Medium Business Development



Small and medium-sized businesses exist in a dynamic environment, especially in an era of accelerated technology-based globalization

Total analysis of small and medium business activities, and determine the relationship between these activities, and the extent of their complementarity in achieving the vision of owners of small and medium enterprises

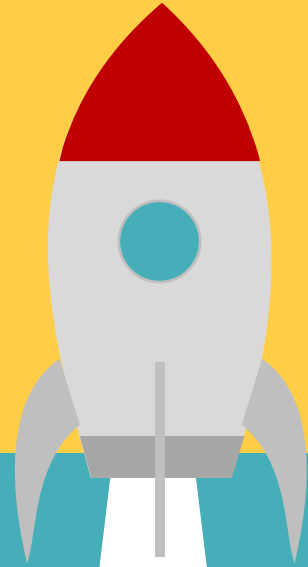
Raising the efficiency of performance and productivity of small and medium businesses by creating the most efficient and effective business solutions that will enhance business profitability

Promoting small and medium-sized businesses

Looking for the possibility of adding new products, markets or sales channels for small businesses

Enhancing the competitiveness of small and medium businesses

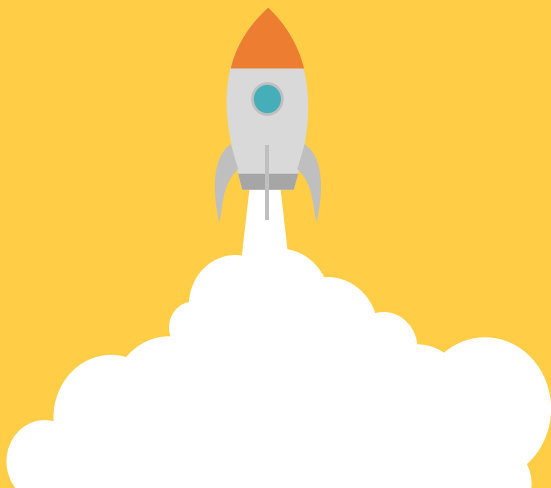
Enhancing the ability of small and medium businesses to face changes in the tastes and needs of consumers.



Areas of Small and Medium Business Development

Areas of Development

for small and medium
businesses



Local and International
Companies

Investors (shareholders,
partners, etc.)

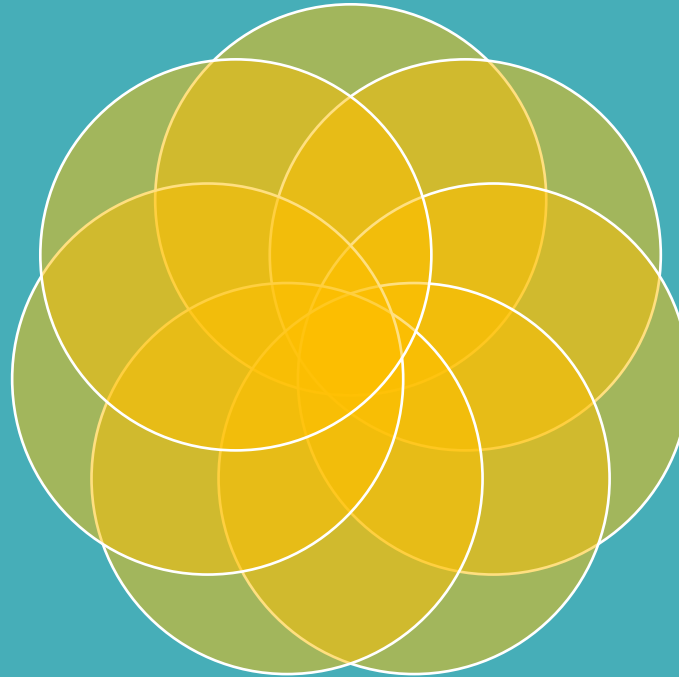
Money (costs, revenues,
profits, etc.)

Material and Human
Potential

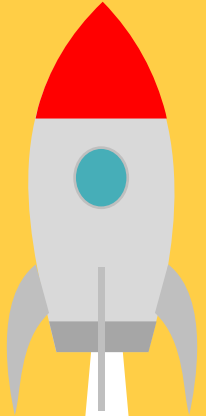
Product, Customers and
Markets. etc.

Procedures and
processes such as
(procurement, sales,
marketing, research and
development, human
resources, etc.)

Production (production capabilities,
production quality control, production
quality assurance, etc.)



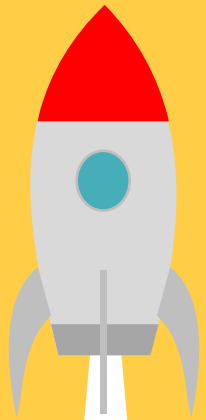
Business Development Forms



Material and Human Potential

- Stimulate and develop the individual's interests in work
- Developing the culture of the organization
- Development of existing technologies
- Development of new technologies
- Workplace Optimization
- Increased uptake of technologies
- Developing the capabilities and skills of the individual
- Developing the capabilities and skills of leaders
- Increase the level of knowledge of leaders
- Develop leadership styles and styles.
- Increase the cognitive level of the individual

Business Development Forms



Products, Customers and Markets etc.

Following a demand-driven pricing policy ■

Providing delivery service ■

Following modern marketing and promotion methods ■

For horizontal or vertical integration in supplies chains

Develop relationships with suppliers. ■

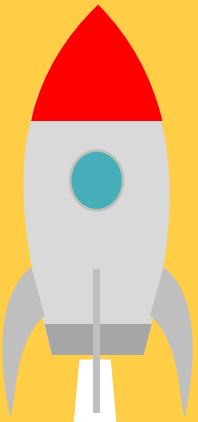
Developing systems for dealing in markets ■

Opening new markets ■

Editing the design of old products ■

New products on the market ■

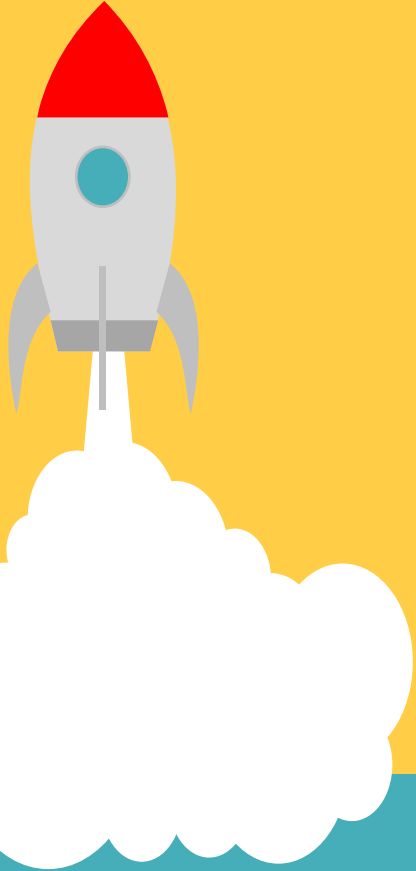
Business Development Forms



Procedures and processes such as (procurement, sales, marketing, research and development, human resources, etc.)

- Redesigning work ■
- Re-planning performance ■
- Process re-engineering. ■
- Administrative reorganization ■
- Reformulate systems and policies ■
- Redistribution of responsibilities and powers ■

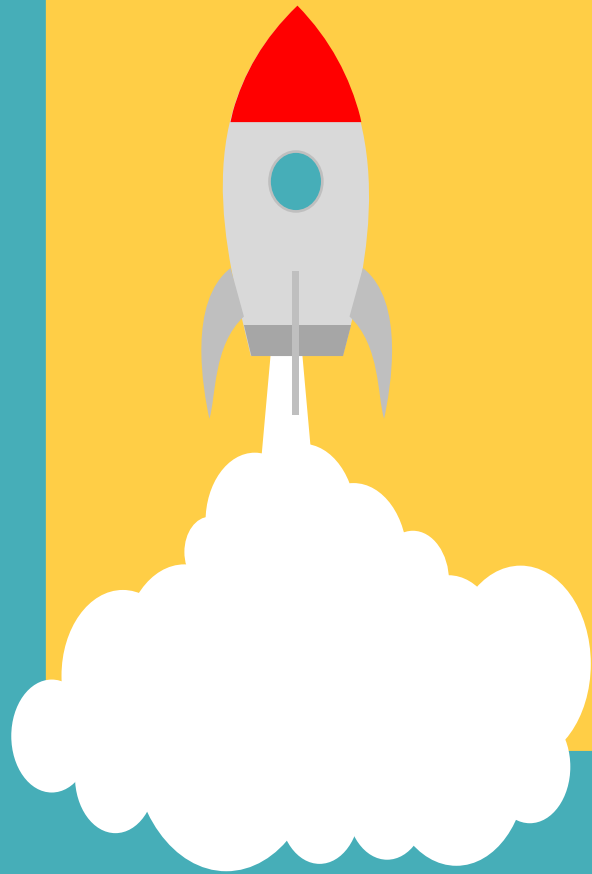
Business Development Forms



Production (production capabilities, production quality control, production quality assurance, etc.)

- Expanding or reducing production Capacity
- Introducing new high-tech production Lines
- Purchase of advanced machinery and equipment.
- Increasing assurance of use of the products provided by the project
- Following Innovative productivity methods
- Obtaining an international certificate in quality control

Business Development Forms



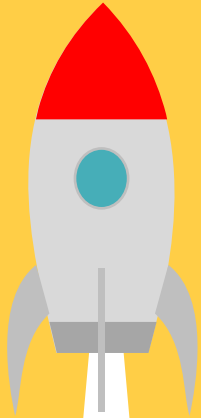
Investors (shareholders, partners, etc.)

Involving new investors or partners in the project

Acquiring the largest share of the company by buying the shares of some investors

Making the most of the capabilities and capabilities of shareholders in managing the company's relationships in a way that supports the promotion of the goal of financial gain

Business Development Forms



Local and International Partnerships

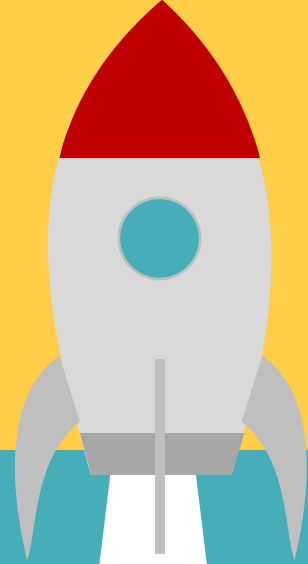
Obtaining an exclusive right to distribute and sell leading international brands

Signing a partnership agreement with leading shipping and insurance companies and benefiting from price discounts.

Signing a contract with international trading platforms to sell products in their platforms

Signing a partnership with major companies specialized in the industry to which the project or small company belongs

Signing local partnerships with agents and distributors to enhance the scope of the project's products and services.

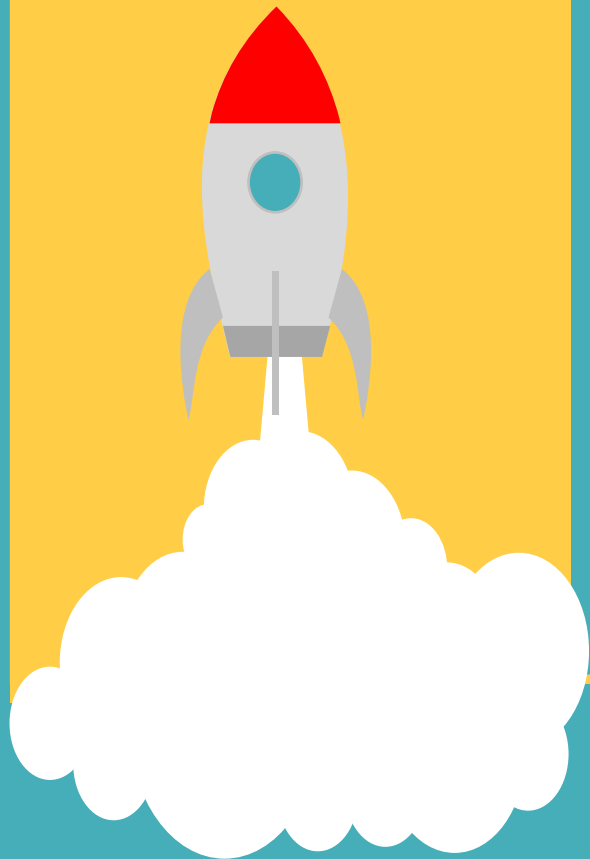


Stages

of Small and Medium Business Development

Stages

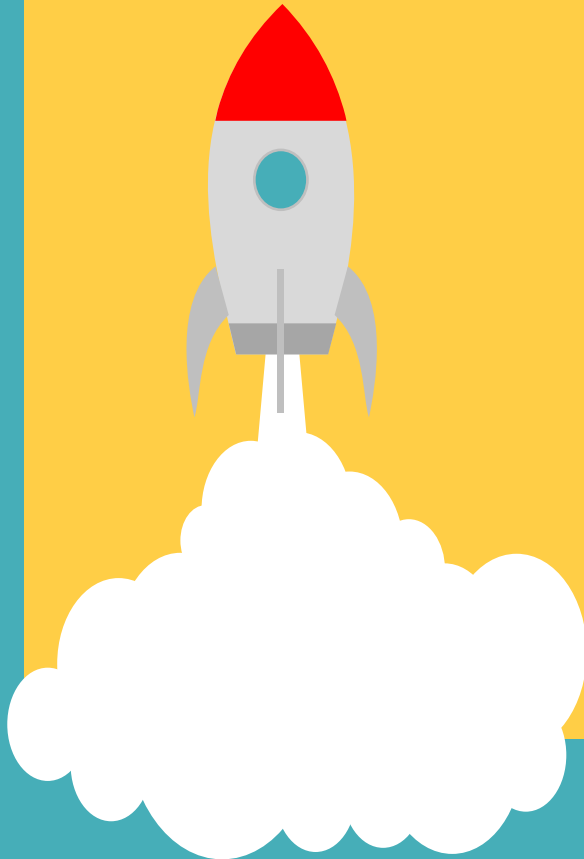
of Small and Medium Business
Development



Proceeding from the fact that the immutable reality in this universe is the truth of change, you see that organizations change spontaneously or schematically. Human being changes from childhood to boyhood to youth to elderly age to old aging. Time changes between night and day, and the weather changes from spring to summer to autumn to winter. Each has manifestations in which man and animal should be prepared to. Adapts to change or employs change for his interests and needs. Perhaps the theory of present and future's needs is the crucial element in the human facing with change in the light of past experiences, present research and future expectations. The human being was also only one of the actors in the entity of the organization and the discovery of possibilities for change and change in it from considerations of growth and survival. In light of the resources, potentials, needs, considerations of competition, maximizing profit and reducing loss, it is necessary to anticipate with an integrated awareness of the process and behaviors of development in its basic stages, namely:

Stages

of Small and Medium Business
Development



Diagnostic Study

Making a Development Plan.

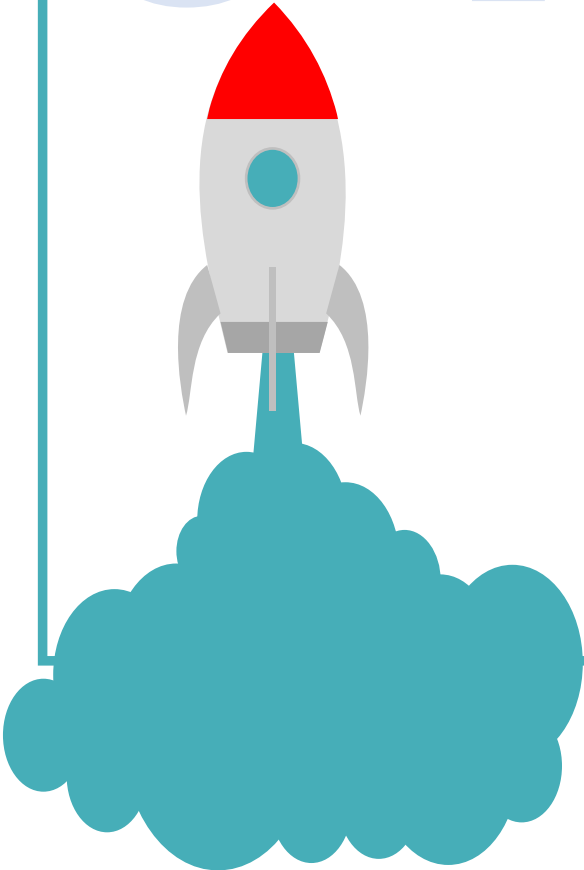
Preparing for the Development Admission

Correct following-up

Diagnostic Study

1

The development process starts from three axes: human, work systems, and then work equipment and facilities. Therefore, the diagnostic study that aims at development must identify these three axes to discover development opportunities, face changes and bring about the required change. The first of these axes, of course, is human. The discovery of development opportunities in this axis is linked to other axes, but this does not keep the diagnosis of each axis separately and the diagnosis of the three axes combined and linked.



Diagnostic Study

The process of human diagnosing axis begins with asking the following questions:

What roles and responsibilities does the organization member do?

What is the connection of those roles and responsibilities to others is

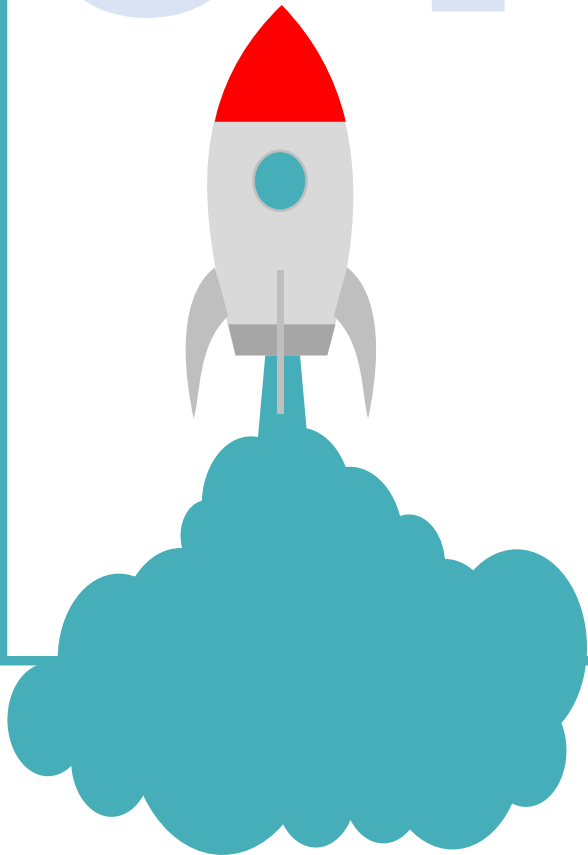
What is the nature of others participation in the role and responsibilities of the individual?

What is the organizational position for an individual?

What is the position of the organizational unit in relation to the general organization of the organization?

What equipment and facilities do you require to carry out the work and the type of those facilities, software systems and procedures and hardware?

What are the problems and obstacles to work? Human obstacles, obstacles to systems and procedures, or obstacles to facilities and equipment



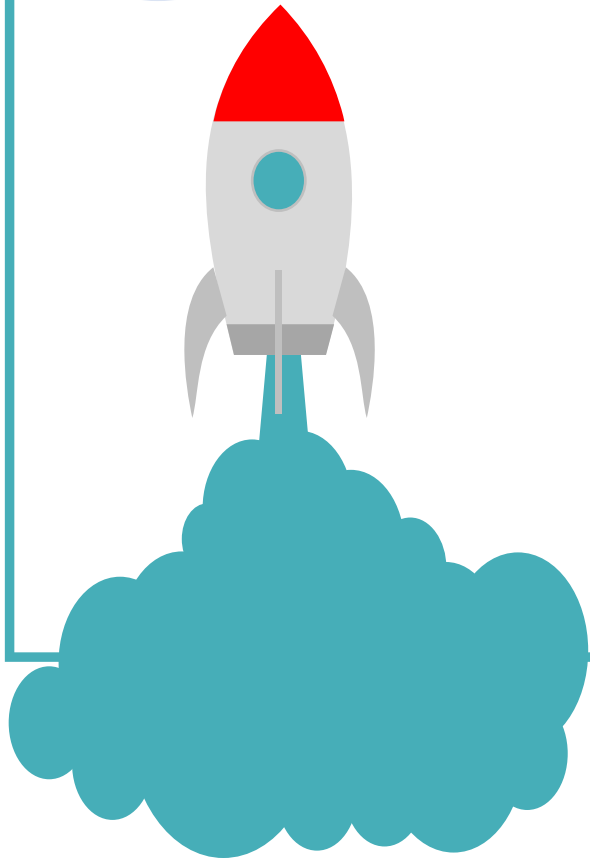
02 Making a Development Plan

The process of developing a development plan goes through two stages: discovering the development opportunity and developing the development plan in light of the objectives and possibilities available. This is also done by asking and answering a set of questions, these questions revolve around the following dimensions:

What are the organization stated goals?

What is the job opportunity for immediate and future development, both possible and impossible?

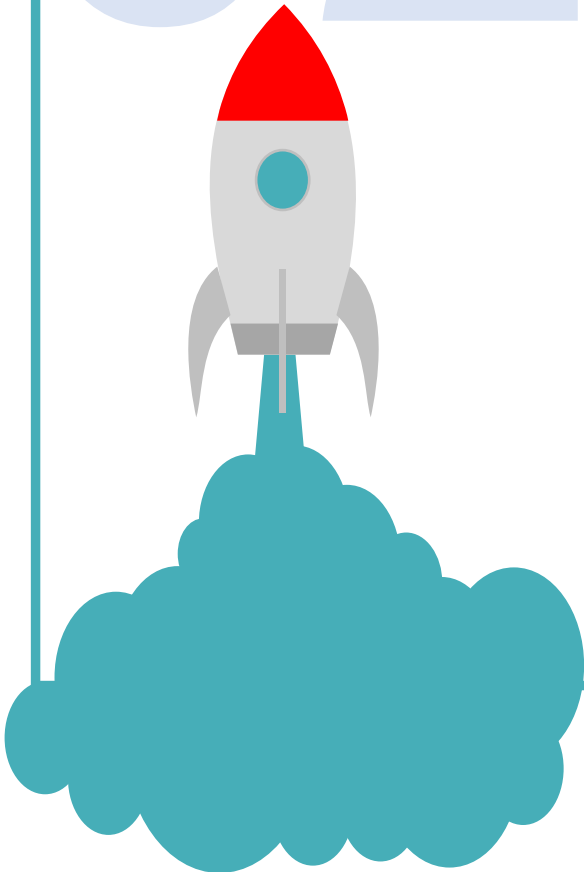
Material cost, time available, available space, available and unavailable physical facilities, systems and regulations that need to be modified and the permissible time range.



02 Making a Development Plan

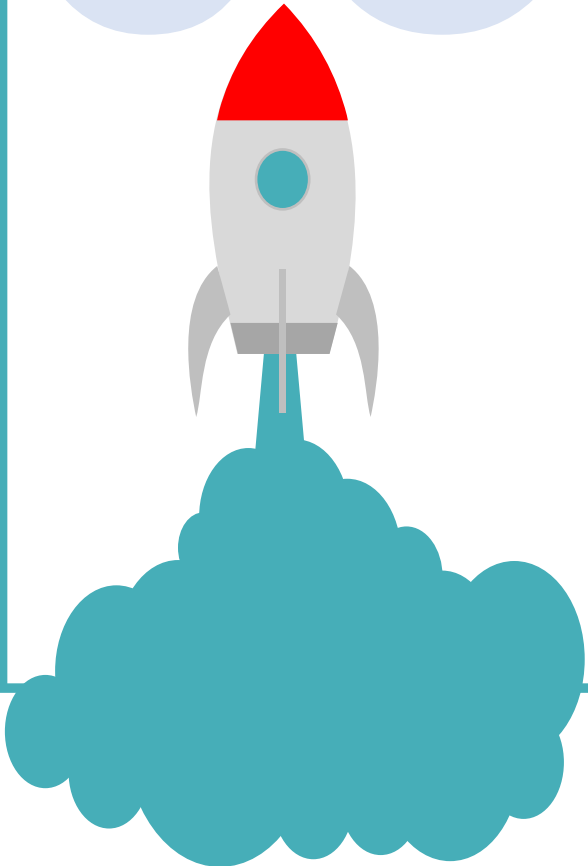
Those questions address knowing development opportunities, but the development plan itself also requires identifying the components of the plan such as: personnel, equipment and facilities, systems and organizations, cost, time period, and review methods according to the timing of the plan. All this is based on five principles that should not be ignored such as:

- 1- The plan must be specific, written, announced and reviewable
- 2- The plan should be achievable within the limits of the available costs and possibilities
- 3- The plan should be coherent, coherent and homogeneous and lead to the achievement of its goal
- 4- The plan should be measurable in the light of a specific unit of production compared to a specific cost unit \times a specific quantity of production and a specific quality as well
- 5- The plan should have limited time

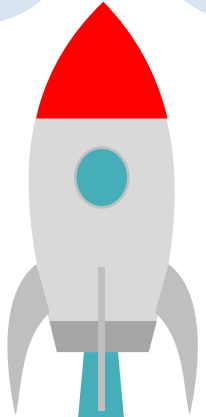


Preparing for Development Acceptance

Plans are made in order to accept implementation; this is a valid hypothesis. When implemented, plans face public or written resistance, this is a valid hypothesis, as man naturally resists change, even if he expects it. This is a fact that the process of developing plans must take into account the preparation of this plan to ensure proper implementation, and perhaps organizational development plans are more important than others because the human being is one of the main pillars in organizational development processes



Preparing for Development Acceptance



Change is an unavoidable process, yet most people find change a troublesome process. Some people are afraid of change because it may harm their interests or it does not necessarily mean that it will lead to the best thing. This is from the point of view of some people, but in terms of the general behavior of the organization, the general character of the organization is the tendency to routine and rigid complexity because change usually comes with more effort and the need to practice the innovative process and renewal and this also means more effort, however, resisting the change that organizational development plans bring is not bad, but when aware of it and addressing it may be a good thing. Listening to the complaints and concerns of the resistance leads to a correction of understanding and thus leads to the right action and the right result

Basic Rules for Preparing for a Development Plan

1- Enlightenment with the secret of change:

There is no doubt that the effective element in the development process is the interest of work and is the meeting point between the worker and the institution or organization. The worker wants the organization to survive and grow, and the organization wants the worker to be loyal and committed to the interest of the business. This should be evident in the organizational development process. The wisdom of development, its requirements and objectives are the basis for preparation for accepting the development plan and sponsoring implementation.



Basic Rules for Preparing for a Development Plan

2- Participation

The principle of the participation of stakeholders and parties to the action in the process of developing plans is the biggest guarantee to prepare everyone towards sponsoring implementation and participation here means participating and contributing to the discovery of development opportunities, setting priorities and developing plans implementation



Basic Rules for Preparing for a Development Plan

3- Effective Communication

The concept of communication takes on dimensions that may seem diverse and are in fact intertwined and complementary ,It may be symbolized by the flow of information On-line Information Management Information System Reporting systems and show Reporting systems and presentation systems Audiovisual network systems Audiovisual network . All these systems and facilities strongly emphasize the communication process and its importance, and the process of implementing and sponsoring career development plans requires the adoption of all these systems and the provision of access to information (Accessibility to Information) and the dynamics of the communication process so that it takes place routinely and non-routinely.



Basic Rules for Preparing for a Development Plan

4: Training

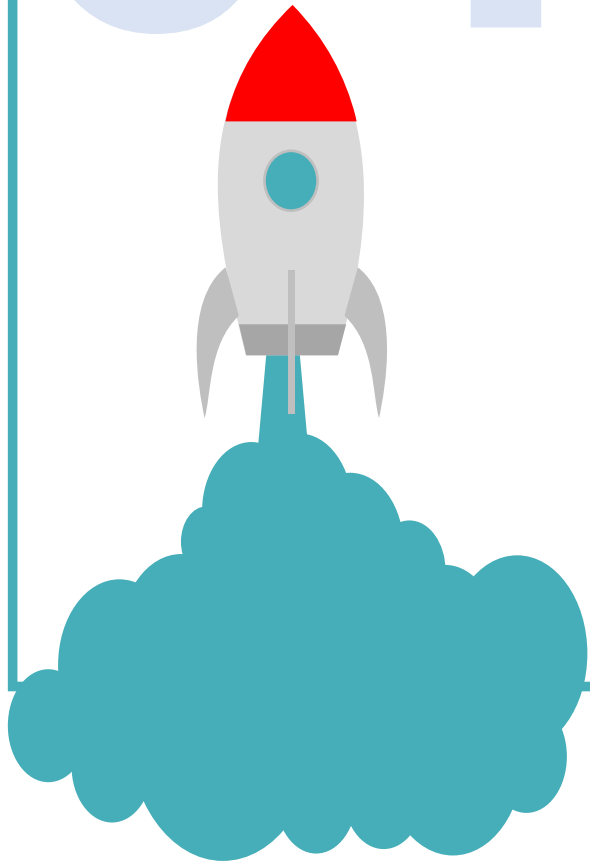
Training helps to accept development and sponsor the implementation or follow-up of development and is the introduction of changes in the concept, attitudes, information, skills or behavior of human resources and/or changes in systems and organizations and/or changes in work equipment and facilities. Each of these three axes expresses a gradual need that paves the way for acceptance of change and trains on implementation



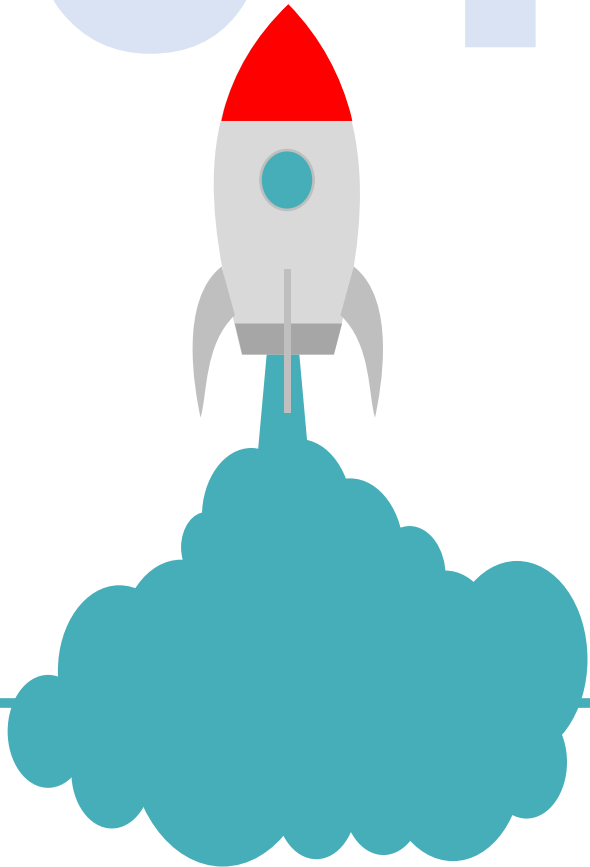
04 Correct Following-up

The terms of the organizational development action plan for following-up are not completed, and it is preferable that someone from the organization and an advisor from outside the organization participate in the following-up. There are methods of following-up based on interviews, follow-up reports, quantitative and/or qualitative results, and the discovery of errors. The more precisely defined the objectives, the more possible and measurable the follow-up will be. In all cases, it is preferable that the development plan include the following -up bases, for example:

Human Resources Performance Following-up: This is through performance rates, absence rates, turnover rates, injury rates, complaints indicators... etc.



04 Correct Following-up



Following-up the performance of facilities and equipment through: measuring the volume of production and the changes that have occurred such as unit cost, damaged and returned rate, stagnant stock movement... Etc.

The rate of performance of systems and organizations: through the efficiency, effectiveness and cost of communication, information flow, problem solving and decision-making... etc.



End of First Session



Thank you very much