

The use of a simple method for consultants in productivity development in SME's in the service sector

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Structure of the presentation

- T&E Centres
- Do the Finnish SME`s have the will to grow?
- Challenges of the SME`s
- Branded Expert Services
- Profiitti
 - objectives
 - contents
 - implementation

T&E Centres

- provide advisory and development services for businesses and entrepreneurs
- regional public actors
- 15 centres countrywide
- co-ordinated by the MTI along with MOL and MAF

Do the Finnish SME's have the will to grow?

- 10 % do
- 40 % might if...
- 50 % are satisfied with the present situation or don't want to grow

Source: MTI Info Media

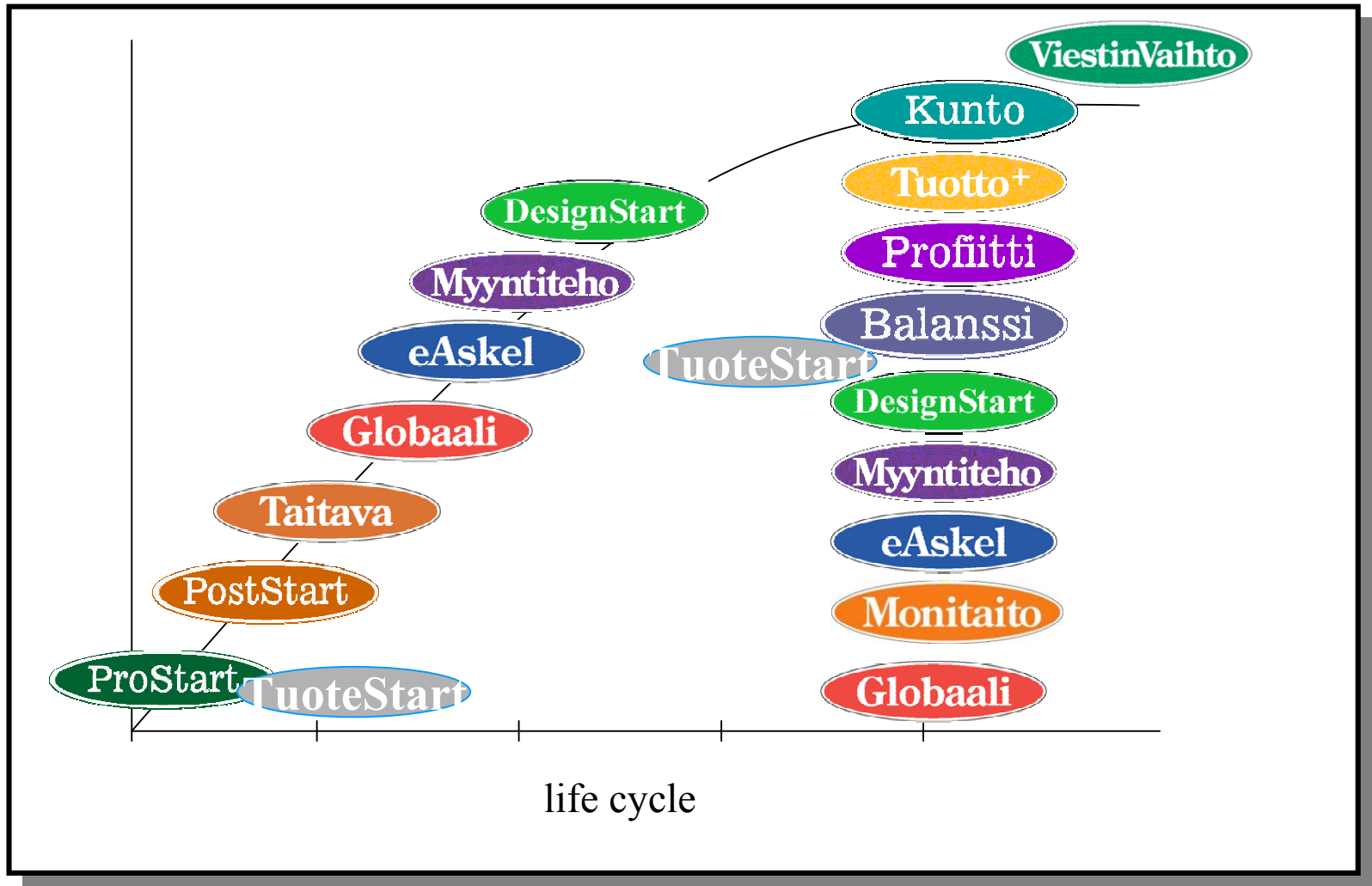
Challenges of the SME's

- Innovations: fresh ideas
- Product development: differentiation
- Quality: customer satisfaction
- Productivity: efficiency
- Internationalization: new markets
- Cooperation: focus on the core business
- Management: managing strategy, people and operations

Branded Expert Services

- National brands
- A standardised format: certain basic structure (=product concept)
 - analysis of the present status
 - mapping out needs for development
 - drawing up a development programme
 - follow-up of the implementation of the programme (follow-up sessions)
- Homogeneous
- Certified service producers with training in performing the task concerned
- Tailor-made tool to meet the special needs of the customer

Branded Expert Services



Branded Expert Services

ProStart

for assessment of business idea and development

PostStart

for basic control of business operations

Balanssi (Balance)

for improving financial competence

Kunto (Fitness)

for assessment of the current status of the enterprise

Profiitti (Profit)

for improving profitability in service industry

Tuotto⁺ (Return)

for increasing productivity in manufacturing industry

Taitava (Skillful)

for increasing profitability of handicraft enterprises

Globaali (Global)

Training for internationalisation

DesignStart

For development of a company or its product image

eAskel / eStep

For development of using e-business

Monitaito

For development of personnel skills from the perspective of the company's business activities

Myyntiteho (Sales Power)

For boosting sales and marketing efforts

ViestinVaihto (Passing the Button)

For controlling the generation shift

TuoteStart (Product Start)

For successful commercialisation of product and service ideas

Profiitti - objectives

- target group
 - for independent enterprises that employ 5 to 50 persons in the retail, hotel or restaurant sector
- to improve
 - productivity and the quality of service
 - capacity for results
- to increase
 - co-operation between the management and personnel in order to develop the enterprise
 - the competitiveness of the enterprise

Profiitti - contents

- Overview of the business activities
 - operational environment and business concept
 - management and personnel development
 - marketing
 - purchasing and logistics
 - quality of service
 - internal support functions
 - operational planning and follow-up
- Summary
 - SWOT
 - future prospects
 - factors that impede or advance the development of operations
- Development and action plan
 - targets, measures, timetable
 - personnel who assume responsibility

Profiitti - implementation

- Duration 2-3 days (1 to 2 months)
- First session
 - management interview
 - informing the personnel
 - personnel questionnaire
 - analysis of the current status of business activities
 - discussions on the company's status and development
- Second session
 - summary of discussions, interviews and questionnaires
 - outlines of the development programme
- Third session
 - go through the report
 - approval of the final report
 - agreeing on the development measures