

SUCCESSFUL
STRATEGIES
FOR
SMALL AND
MEDIUM INDUSTRIAL
ENTERPRISES

at
EDI Campus

(NOVEMBER 29 - DECEMBER 03, 1993)

Sponsored by : FRIEDRICH-NAUMANN-STIFTUNG, Germany



Organised by :

ENTREPRENEURSHIP
DEVELOPMENT
INSTITUTE OF INDIA

The pace of changes in every sphere of business and industry has increased with the policy of liberalisation. Every business, small or large, is directly or indirectly subject to global competition, technological changes, increased customer's sophistication, inflation, business cycle, etc. These changes spin out new opportunities and, at the same time, pose new threats to the existing business.

'Strategic Management' allows owner-managers to anticipate changes and their likely impact on business performance far in advance and enable them to act and react quickly to market opportunities and problems. It helps them prepare a comprehensive plan to create strategic advantages in raising funds, networking, technological adaptation, utilisation of human and financial resources not only to cope with the changes and cut-throat competition but also to keep up with the targeted sales, profits and productivity every year.

For Whom

The programme is open to owner-managers and senior executives of small and medium industrial enterprises. It will be ideal if two representatives from top management team of the company opt for participation. This will facilitate them to jointly draw future strategies for their companies.

Why This Programme

The programme will help you formulate key strategies for your company to respond to its immediate and anticipated opportunities and problems in the next 4-5 years and attain your targeted level of profitability and growth. The programme will help you achieve the following specific objectives :

1. identify and develop strategic advantages in your company's key area for long-term success;
2. analyse the internal and external forces and opportunities in the next 4-5 years and develop strategic approaches to deal with them successfully;
3. formulate key strategies in the key areas of business operation which can be integrated in overall plans of your company; and
4. develop internal capabilities, resources and competencies to effectively implement key strategies.

What It Can Do For You

- List internal and external environmental forces and opportunities which may affect your business in the next 4-5 years ;
- Assess your organisation's resources and capabilities to identify strengths and weaknesses of your company for facing future challenges;
- In view of the changes, set your company's mission and annual targets;
- Develop competitive strategies in the context of globalisation and liberalised economy; and
- Formulate key strategies in the areas of :
 - Manufacturing
 - Finance
 - Marketing
 - Personnel
- Growth and survival strategies in the face of crises.

How It Will Help You

The programme is based on workshop and participatory methods of learning in which participants will be assisted by 3-4 faculty members to actually draw key strategies for your company with the help of scientific instruments, work-sheets, discussion and work in small groups. Role plays, sensitivity training, simulation exercises and counselling will be extensively used. Lecture methods will be avoided to the extent possible.

Follow-up

EDI faculty members will be available for counselling in the process of implementing strategies in their companies to ensure that participants use the learning in actual work situation.

Sponsorship And Fee

The programme is sponsored by Friedrich-Naumann-Stiftung, Germany.

The fee of the programme is Rs. 2,500/-, which will cover tuition, board and lodging and the cost of instruction and teaching material. A/C accommodation on double occupancy basis at comfortably furnished residential halls will be provided.

Faculty

D.G. Allampalli, M. Tech. (IIT, Bombay)
G.R. Jain, Ph. D. (Jodhpur)
B.P. Murali, PGDM (IIM, Ahmedabad)
J.B. Patel, B. Tech. (BTI, Kanpur)
V.G. Patel, Ph. D. (Wisconsin)
D. Tripathi, Ph. D. (Wisconsin)

In addition to the above members of the EDI faculty, distinguished experts from other institutions will participate in teaching. Guest speakers from Indian corporate world will be invited to share their experiences and insights.

Nomination

Nominations must be made on the enclosed proforma and mailed along with a demand draft of Rs. 2,500/- on or before November 15, 1993 to :

Dr. Gautam Raj Jain
Programme Director

Entrepreneurship Development
Institute of India,
Ahmedabad (Near Village Bhat),
P.O. Chandkheda-382 424
Gujarat
Phone : (0272) 811331
Fax : (91)272-815367
Telex : 0121-6224 EDII IN

Venue

The residential programme will be held on the elegant and sprawling EDI campus located near Ahmedabad airport.

THE INSTITUTE

The Entrepreneurship Development Institute of India (EDI), set up in 1983, is an autonomous institution, sponsored by the Industrial Development Bank of India (IDBI), Industrial Finance Corporation of India (IFCI), Industrial Credit and Investment Corporation of India (ICICI) and State Bank of India, with the active support of the Government of Gujarat. The institute is a national resource centre governed by its own board. Committed to education, research and training, it has earned a great deal of national and international recognition for its efforts as reflected in the support it has received from the World Bank, International Labour Organisation, UNIDO, FNST, Commonwealth Secretariat and several other international agencies.