

3.0 Need for a Model

Small and Medium Business organisations have several advantages due to their size and simplicity that makes them competitive. However, they also face several challenges to meet ever growing demands of competitive local and global markets.

- Some of the common challenges irrespective of sector and location are as follows:
- How to manage their business in a more professional manner as they grow in size and complexities?
- How to integrate the operational and strategic management to build sustainable competitiveness and growth?
- How to assess the strengths of weaknesses of the organisation beyond financial and operational performance parameters and develop a road map for transformation?
- How to evaluate the effectiveness of various improvement initiatives and make appropriate interventions to achieve excellence?