

A GUIDE TO DIAGNOSE A BUSINESS AND ITS MANAGEMENT

Distribution of market share among the major industry players

IT&C	74%
BN&T	26%

Projected sales of main products in 2013

Month	1/12/2010	4/1/2010	7/1/2010	10/1/2010	1/1/2011	4/1/2011	7/1/2011	10/1/2011	1/1/2012
Gold	6547.0	6804.1	7136.4	7400.0	7744.0	8111.0	8500.0	8900.0	9300.0
Platinum	211.0	209.7	211.0	211.0	211.0	211.0	211.0	211.0	211.0
Silver	2742.0	3120.0	3500.0	3800.0	4100.0	4400.0	4700.0	5000.0	5300.0
Copper	6200.0	6800.0	7400.0	8000.0	8600.0	9200.0	9800.0	10400.0	11000.0
Diesel	549.0	557.0	565.0	573.0	581.0	589.0	597.0	605.0	613.0
Gasoline	3113.0	3194.0	3275.0	3356.0	3437.0	3518.0	3599.0	3680.0	3761.0
Aluminum	2599.0	2680.0	2761.0	2842.0	2923.0	3004.0	3085.0	3166.0	3247.0
Iron	2200.0	2281.0	2362.0	2443.0	2524.0	2605.0	2686.0	2767.0	2848.0
Steel	3120.0	3191.0	3262.0	3333.0	3404.0	3475.0	3546.0	3617.0	3688.0
Paper	122.0	122.0	122.0	122.0	122.0	122.0	122.0	122.0	122.0
Textile	122.0	122.0	122.0	122.0	122.0	122.0	122.0	122.0	122.0
Food	122.0	122.0	122.0	122.0	122.0	122.0	122.0	122.0	122.0
Chemical	122.0	122.0	122.0	122.0	122.0	122.0	122.0	122.0	122.0
Pharmaceutical	122.0	122.0	122.0	122.0	122.0	122.0	122.0	122.0	122.0
Automotive	122.0	122.0	122.0	122.0	122.0	122.0	122.0	122.0	122.0
IT	122.0	122.0	122.0	122.0	122.0	122.0	122.0	122.0	122.0
Telecom	122.0	122.0	122.0	122.0	122.0	122.0	122.0	122.0	122.0
Energy	122.0	122.0	122.0	122.0	122.0	122.0	122.0	122.0	122.0
Other	122.0	122.0	122.0	122.0	122.0	122.0	122.0	122.0	122.0

Projected sales of main products in 2013

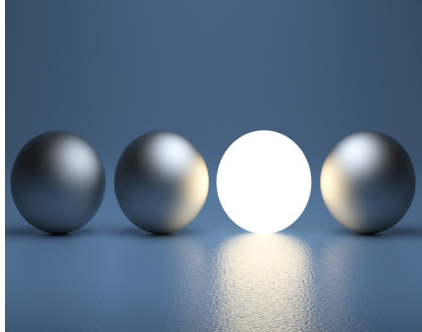
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Telecom	122.0	122.0	122.0	122.0	122.0	122.0	122.0	122.0	122.0
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Other	122.0	122.0	122.0	122.0	122.0	122.0	122.0	122.0	122.0

TYU division

Month	1/12/2010	4/1/2010	7/1/2010	10/1/2010	1/1/2011	4/1/2011	7/1/2011	10/1/2011	1/1/2012
GHT	254	320	386	452	518	584	650	716	782
RDW	650	320	754	293	825	154	284	414	544
TRG	241	450	659	868	1077	1286	1495	1704	1913

TYU division

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A GUIDE TO DIAGNOSE A BUSINESS AND ITS MANAGEMENT

Abstract for trade information services

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International Trade Centre (ITC) **A Guide to Diagnose a Business and its Management**
Geneva: ITC, 2014. xiii, 58 pages (Technical paper)
Doc. No. EC-14-241.E

Study focusing on business diagnostics for improving competitiveness - introduces a business model and reviews the concept of diagnostic for businesses. The methodology for business diagnostics analyses business processes at strategic, marketing, production and resource management level using qualitative and quantitative indicators; aims to help SME managers and those business development service providers in the field of business management to overcome the difficulties associated with the identification and classification of business needs.

Descriptors: **Business Management; Competitiveness; SMEs.**

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English

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Foreword

Small and medium-sized enterprises (SMEs) are among the greatest assets for any economy around the world, not only because they constitute the largest segment of enterprises, but also because they are usually one of the largest employer groups and the source of many of the innovations that enter the market every year. Enterprises have to be profitable to sustain their business activities and fulfil other social mandates such as reducing poverty, contributing to gender equality and limiting their impact on the environment.

Enterprises have two broad categories of needs: management competencies and resources that the firm uses as input for its management, marketing and production processes, aimed at maximizing market share and profitability.

Management competencies include the capacity to define a business and design its strategy, as well as the capacity to plan the strategy and specify the resources that will be needed to make it happen. The latter involves identifying which resources to obtain and where to obtain them from, acquiring the right resources at the right time and at the right cost, allocating these resources to the business tasks at hand, and monitoring and controlling that the resources are producing the expected task results.

Within this context, resources include the information and know-how resource, the human resource, the physical assets and financial resource, and the networks and relationships resource.

This manual aims to help SME managers and those business development service providers in the field of business management to overcome the difficulties associated with the proper identification and classification of business needs. This module makes use of a framework developed by ITC to analyse a business that has been empirically tested and proven successful in organizing and structuring the thinking process when it comes to making strategic decisions in an enterprise.

Acknowledgements

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Leonardo Iebra Aizpurua, Trade Training Officer of the Enterprise Competitiveness Section, was responsible for the technical preparation of this publication.

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