

Fact Sheet

M/SMEs Toolbox

Project Title	Toolbox to support Micro, Small & Medium Enterprises in the Arab Region
Project Partners	<ul style="list-style-type: none">- Information & Communication Technology for Development in the Arab Region- ICTDAR /Regional Bureau for Arab States-UNDP- Talal Abu-Ghazaleh Organization (TAGorg)
Target Beneficiaries	New and existing micro, small and medium enterprises in the Arab region
Official Launch	30 April 2007
Project Background	<p>The M/SMEs Toolbox was designed in 2005 as a practical tool to introduce M/SME owners and entrepreneurs to the basics of business management, including business planning, marketing, costing, inventory management, and human resources management, among other concepts. This groundbreaking business tool is available on CD ROM in Arabic, English and French to provide entrepreneurs with computer based learning courses, as well as ready-to-use templates and forms. To expand this initiative, ICTDAR has signed a Memorandum of Understanding with TAGorg in October 2006, where TAGorg contributed to the development of the contents of the toolbox through their experience and training materials.</p>
Project Goal	<p>The overall goal of the M/SMEs Toolbox initiative is to empower existing and new entrepreneurs by helping them increase the productivity and efficiency of their small businesses- the ultimate objective being economic growth and better business practices in the Arab region.</p>
Main Components	<p>The Toolbox consists of 9 main modules, in addition to easy-to-use templates and a general quiz. The main components of the toolbox are:</p> <ol style="list-style-type: none">1) Business Management Overview <i>Are you an entrepreneur and what does it take to be one?</i>2) Business Planning <i>How to define your business, your goals and your firm's road map?</i>3) Human Resources <i>How to hire, manage and motivate people?</i>4) Accounting <i>How to keep track of your revenues and expenses?</i>5) Costing <i>What are the different types of costs and their effect on business?</i>6) Buying <i>How to determine your buying needs and choose your suppliers?</i>7) Marketing <i>What are the basic marketing concepts and components?</i>8) Operations Management <i>What are the firm's fundamental processes?</i>9) Stock Control <i>How to organize, manage and record your stock?</i>
Next Steps	<p>Training of Trainers is scheduled for Morocco, Lebanon and Yemen before the end of 2007 through ICTDAR Ajialcom Centers. Implementation in other Arab countries is being planned.</p>