



# BCaD-CONSULTING MANAGEMENT

*Helping SMEs to be globally competitive  
Since 1998*

## ● Vision:

Leaders in the area of empowering SME managers and young entrepreneurs with creative business skills to develop innovative businesses and manage them effectively through continuously transforming their business problems into opportunities.

## ● Mission:

We thoroughly diagnose businesses to have a better understanding of bottlenecks which limit the achievement of desired goals and develop markets based solutions.

We create young entrepreneurs and business leaders and sharpen managers through innovative training and consequent outreaches with on the spot business development services (BDS).

We also train and coach development agents (DAs) with powerful techniques to empower them to effectively facilitate business development services (BDS).

## Featured Services:

### Consultancy

- Technical audit and facilitation for CDE support
- Value Chain Upgrading/Promotion Strategies and Facilitation
- Business Diagnosis and Strategy Formulation
- Integral diagnostics of SMEs for managerial intervention and recommendation for enterprise level support programs
- Capacity building of Trade Support Institution (TSI)
- Product and company Branding
- Business feasibility studies and business plan elaboration
- Moderation of Business Seminars

### Training

- Entrepreneurship and Intrapreneurship Development (CEFE Method) through Action Learning
- Business Plan Elaboration for SME managers and Exporters
- Export Marketing
- Financial Management training
- Value Chain Development training with Value Links (VL)
- Modular Learning System-International Purchasing and Supply Chain Management (MLS -IPSCM)

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