

# PUM Netherlands senior experts

*Entrepreneurs for entrepreneurs*

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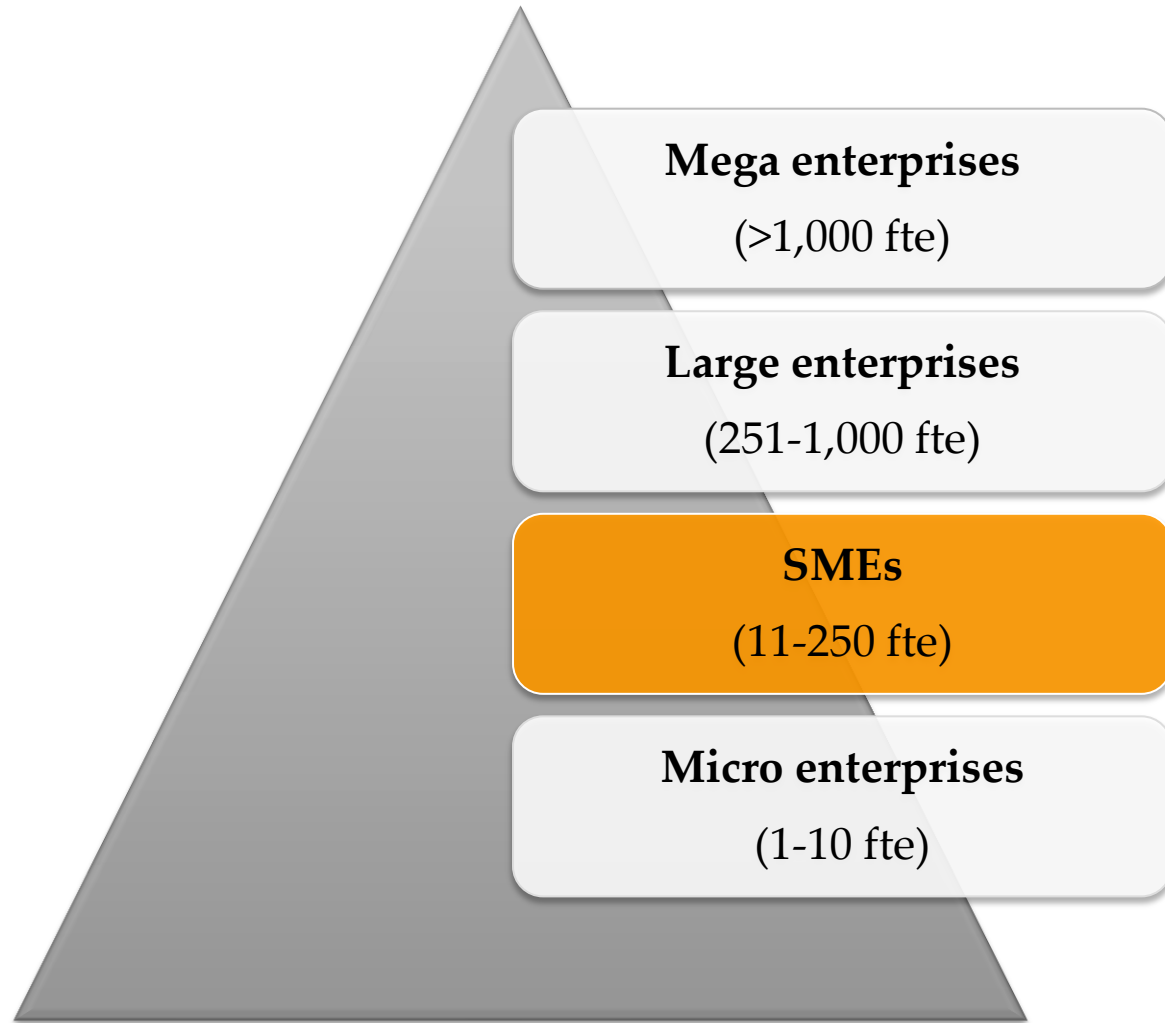
# Agenda

- Why SMEs need support
- About PUM
  - scope
  - organisation
  - position
  - clients
  - senior experts
  - expertise
  - global impact
  - our results
- Five cases
- In short





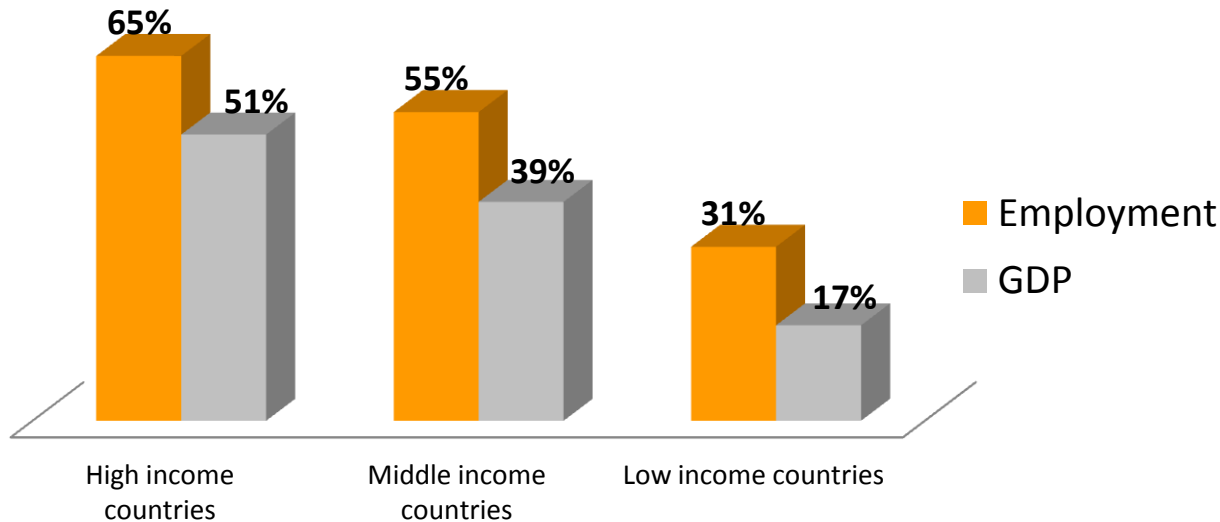
# Position of SMEs





# SMEs are key for economic growth

- SMEs contribute to employment and GDP



- They are a main source of new products
- They generate tax revenues
- They supply larger corporations with services

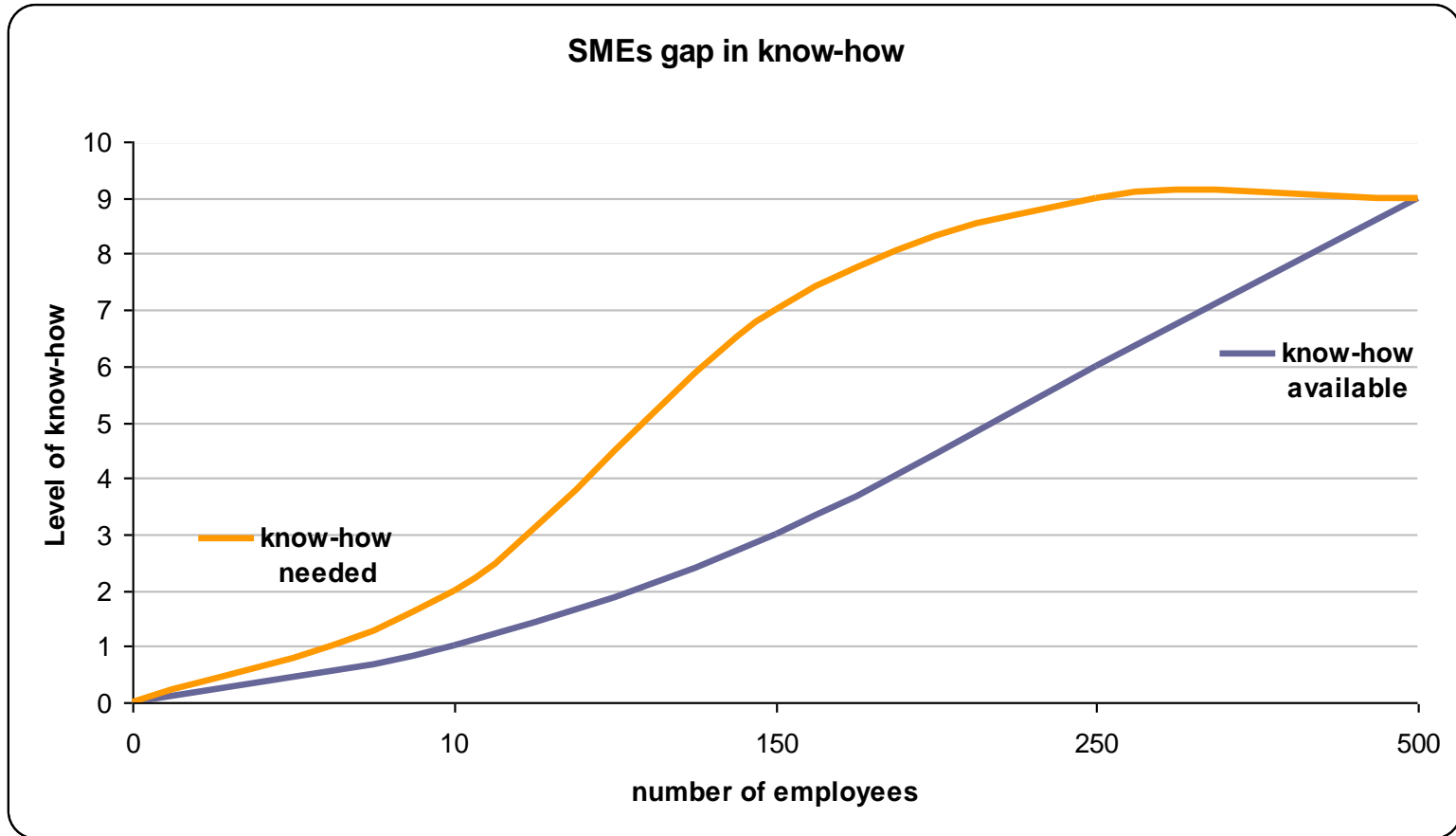


# But ... SMEs lack a number of things

- Management capacity
  - because of their small size
- Financial resources to afford costly services
  - finances, HR, legal, training
- Know-how
  - they don't know what they don't know

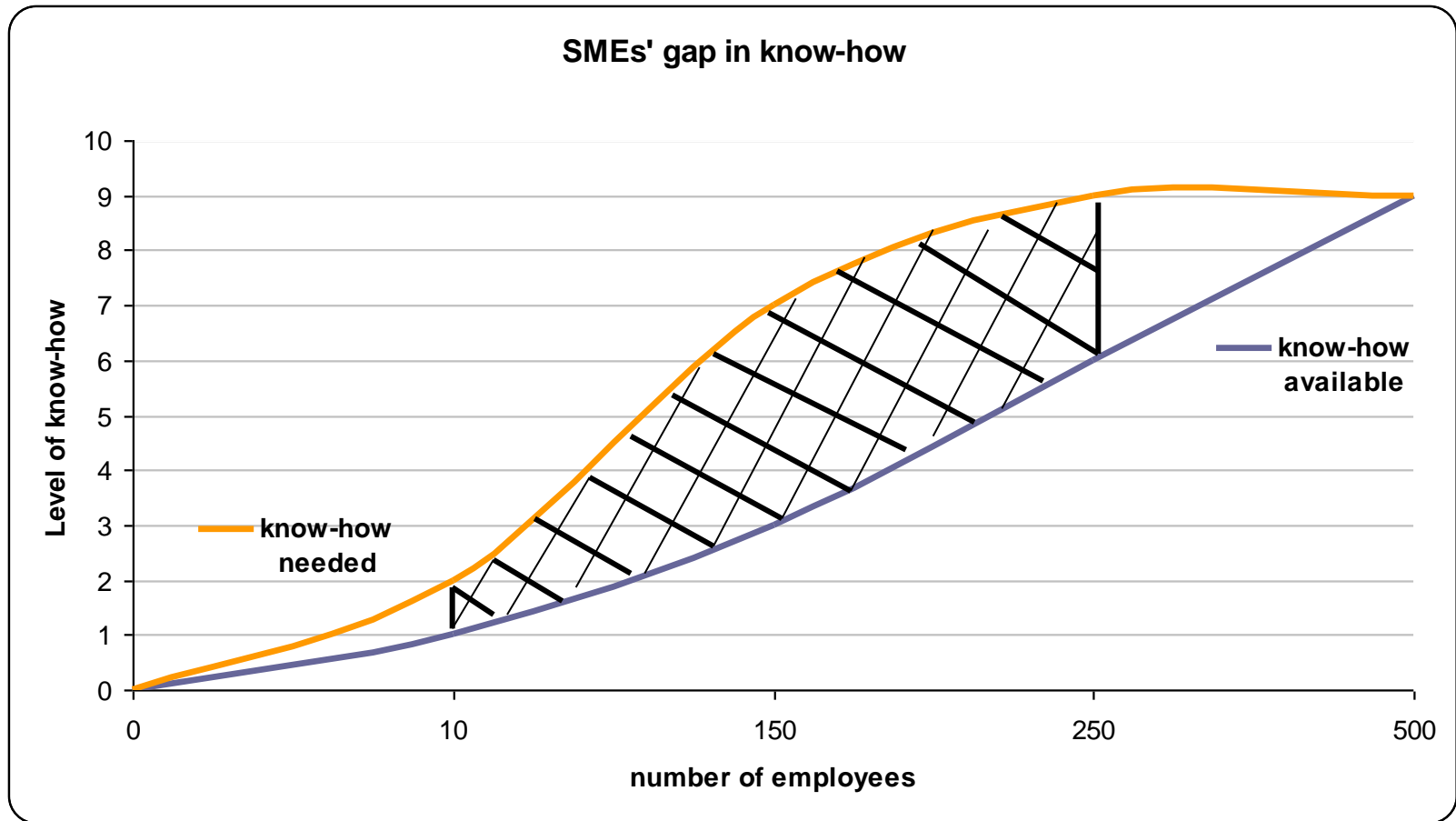


# SMEs' gap in know-how





# PUM aims to fill the know-how gap





# About PUM

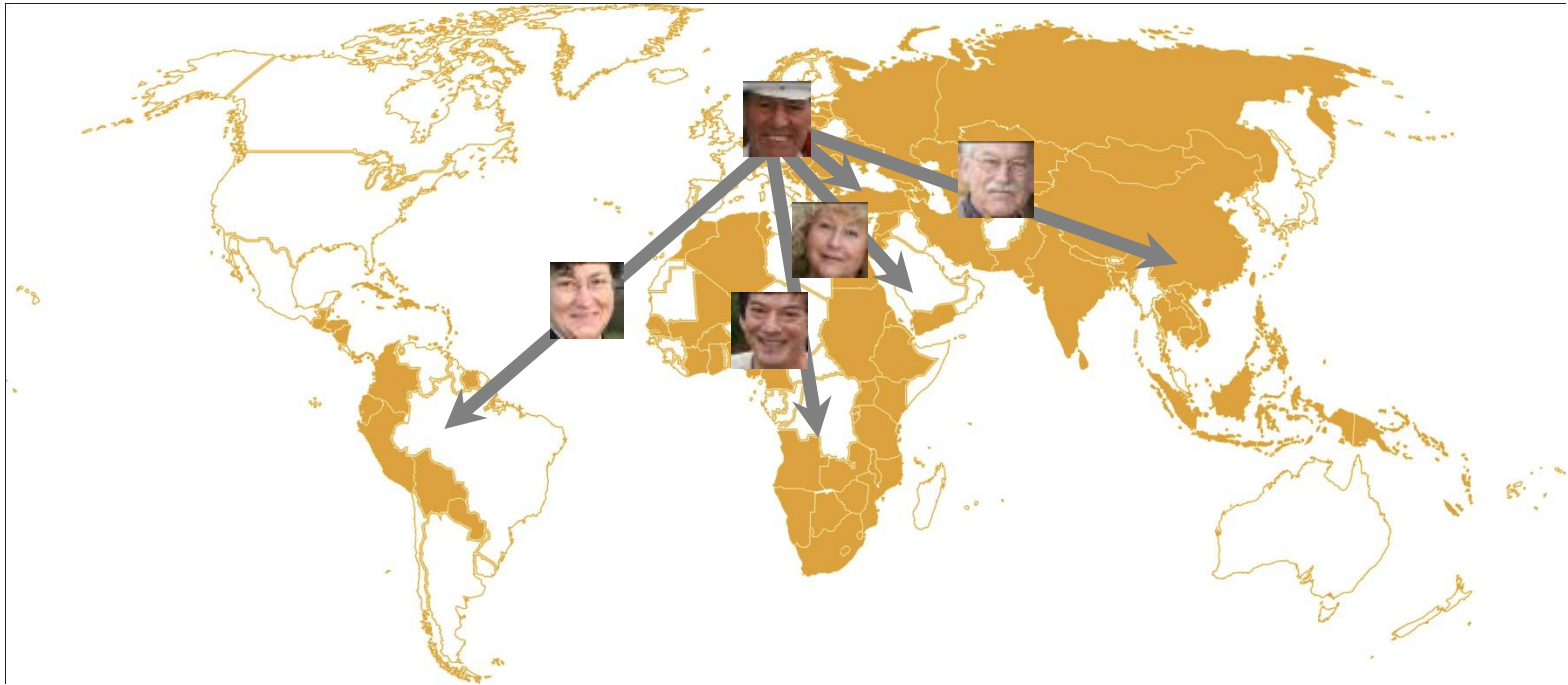
- Netherlands based organisation
- advising SMEs to grow their businesses
- in 70 developing countries and emerging markets
- working with senior expert volunteers who have gained 30 years professional experience
- giving advice on the work floor







# Our scope



- serving more than 2,000 customers per year
- in 70 countries
- in 75 sectors of the economy



# Our organisation

- headquartered in The Hague
- 125 voluntary staff members
  - sector coordinators (matching)
  - country coordinators (acquisition)
- 42 permanent staff members
- 250 local representatives
- 3,200 senior experts





# Our position

- complementary to the market (for business consultancy)
- subsidised by the Dutch authorities
- member of the European sector organisation CESES
- linking pin with the Dutch business community ('business links')





# Our clients

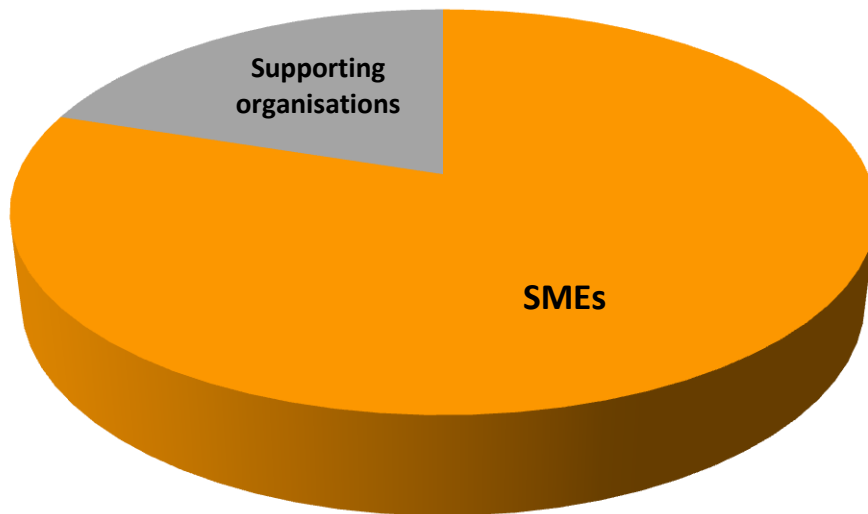
## 80% SMEs

- > incapable of paying commercial consultants
- > at least 2 years in business
- > > 50% locally and privately owned

## 20% SME supporting organisations

(‘enabling environment’)

- > business organisations
- > vocational education, practical training
- > environment, energy, water, infrastructure, etc.
- > authorities: regulation & facilities regarding the private sector





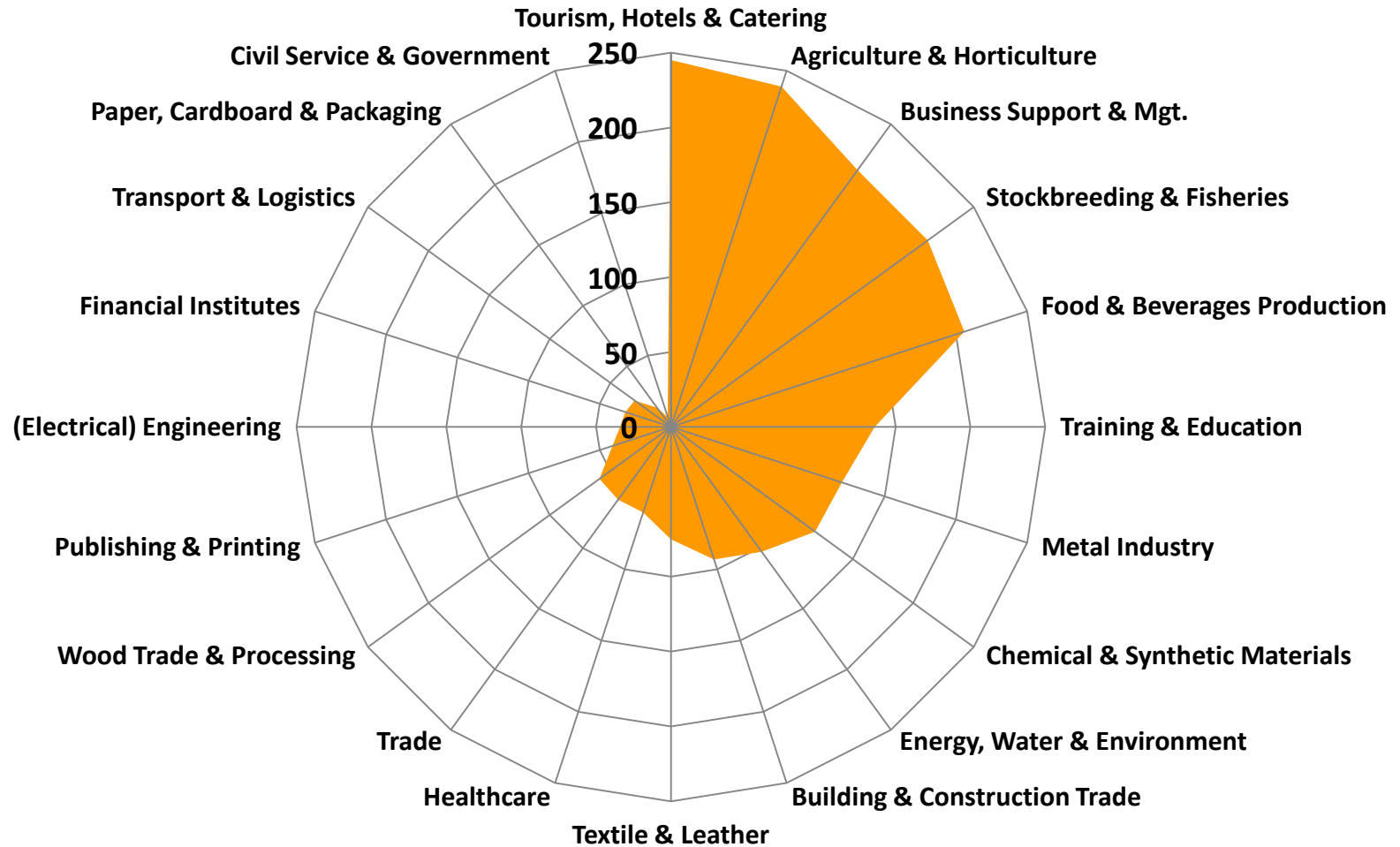
# Our senior experts

- over 30 years of professional experience
- employed, retired, or sold own business
- entrepreneurs, specialists and/or managers
- independent, without ulterior motives
- with a relevant network and a broad vision
- capacity to improvise
- speaking at least one foreign language





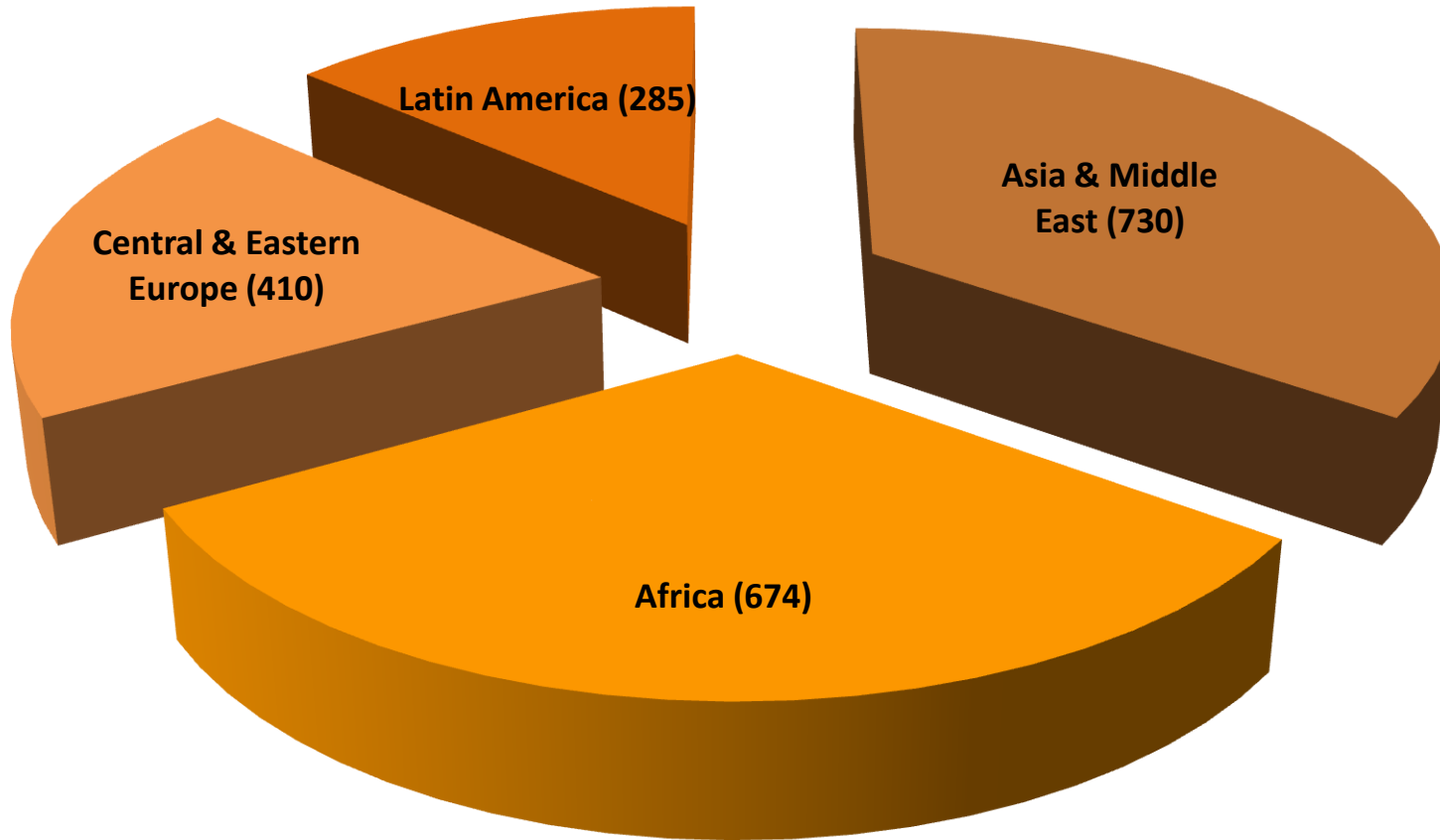
# Our expertise



**Total # of projects (2010): 2099**



# Our global impact



**Total # of projects (2010): 2099**



# Our results

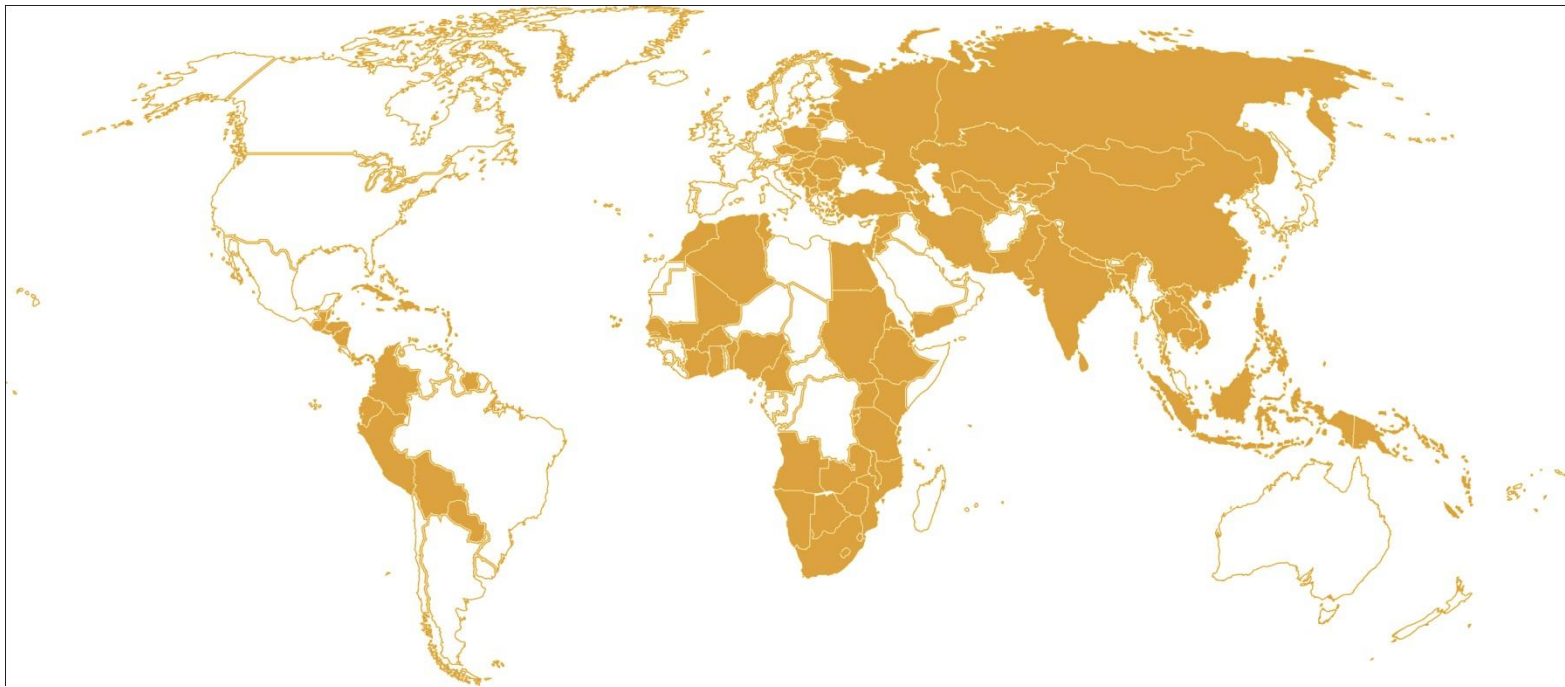
- More profit
- More turnover
- Higher efficiency
- Lower cost price
- Better market position
- HRM issues solved
- Happy customers!







# Five different cases





# Case 1, Morocco



## > The client

- Hotel Club Val d'Anfa
- 140 rooms, 172 staff
- Casablanca, Morocco, Africa

## > The question

- How can the business management of the hotel be modernised?





# Case 1, Morocco

## The expert

- Tonnis van Heuvelen
- Consultant, general manager of various large hotels

## The answer

- Bookings on the Internet
- Automation of office functions (e.g. reception, accounts)
- Automation of the rooms (e.g. credit card locks)
- Monthly meetings between management and heads of departments
- Expand conferencing facilities





# Case 2, Egypt

## The client

- Port company Ship & Crew
- New company, 100 employees
- Alexandria, Egypt, Africa



## The question

- How can management be improved?





# Case 2, Egypt

## The expert

- Steef Bronwasser
- Former Director of Amsterdam Port Authority

## The answer

- Draw up job descriptions
- System of job evaluation
- Greater structure in management meetings (checks, reports)
- Delegation of duties
- Business Links with the Netherlands





# Case 3, Ukraine

## The client

- Dairy firm MTK
- Processing farm milk into various dairy products
- Lugansk, Ukraine, Europe



## The question

- How can the quality of the dairy products be improved?
- How can the plant's production capacity be increased?





# Case 3, Ukraine

## The expert

- Gert van Jaarsveld
- Production Manager at dairy firm Campina

## The answer

- Improved management of bacteria cultivation
- Purchase of 2nd-hand equipment through business link
- Improved hygiene and working conditions
- Introduction of new packaging line





# Case 4, Uganda

## The client

- Rose nursery, Ugarose Flowers
- 6 hectares of land, various breeds of roses
- Kampala, Uganda, Africa

## The question

- How to reduce the numbers of diseased/dead roses during processing?







# Case 4, Uganda

## The expert:

- Jaap van der Does
- Director / proprietor of a rose nursery



## The answer

- Training in how to combat diseases
- Advice on feeding and spraying roses
- Experiments in breeding roses in a copra medium
- Instead of 20,000 euros in losses, monthly profits





# Case 5, Bolivia



## The client

- *Para Ti* chocolate factory
- Sucre, Bolivia, Latin America

## The question

- How can production be increased?
- Advice on product development
- Advice on export opportunities





# Case 5, Bolivia

## The expert

- Gerard Dominicus
- Manager at Droste chocolate factory

## The answer

- Purchase second-hand equipment
- Introduction of 'VIP chocolates'
- Recycling of production waste
- Business Link and training in the Netherlands
- Improvement of management structure





# In short: the power of PUM

- Filling the know-how gap of SMEs in developing countries and emerging markets
- Sending out Dutch senior volunteers with a wealth of knowledge, experience, network connections and enthusiasm
- to SMEs in 70 countries worldwide
- offering advice in almost every field
- through short, customized projects on the workforce
- with a direct impact on business performance



# Details of Program

- Min 10 working days
- Max 30 working days
- International travel cost paid
- Local cost such as accommodation, food and daily travel to be paid by business
- To identify the specific need of the business
- Demonstrate commitment from owner



# Is this value for money?

- This a two weeks mission
- It will cost PUM approximately R 50,000 in expenses
- It will cost R 160,000 for a private practice working for 14 days at R 2000 per hour
- Our Total package value is approximately R 210 000
- The Beneficiary pays for accommodation and subsistence. 14 days x R500.00 (estimate) per day = R 7,000. 00



# What are the requirements?

- > SMME
- > Company to have 10-100 staff
- > 2 years in operation
- > Turnover and Balance Sheet information to submit



# Manual application process

- Meet Criteria
- Complete application
- Expert matched (in Netherlands)
- Acceptance
- Arrival
- Assignment





# Local Case Studies

- Freys Foods
- Iqlaas Foods
- Rocket Works
- Rock Solid Industries
- Black Balance
- Kiki's
- Mozimax
- Nuron RAPS
- Smith & Winfield
- Coastlands Hotel Umhlanga
- Ground Cover
- Durban Manor Hotel
- Tilt Up
- Pall Mall

# Thank you for your attention!

[www.pum.nl](http://www.pum.nl)



**PUM** Netherlands senior e xperts