

## **Thunderbird Consulting Group Project Synopsis**

### **Client Organization**

K-Biz Consulting Co., Ltd

### **Project**

Capacity building for business service providers and small and medium sized enterprises in Nha Trang, Vietnam

### **Project Guidance**

K-Biz director: Huynh Thi Hang

Danida Project Manager Nha Trang: Nguyen Minh Thuat

### **Contact Information**

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### **Overview**

K-Biz Consulting Co. provides consulting expertise in business start-up, business planning and other relevant services for small and medium enterprises (SMEs) in Nha Trang, Vietnam. As a social enterprise, K-Biz works cooperatively with international agencies, governmental authorities, and the local private sector to increase business competitiveness of SMEs in Nha Trang and neighboring provinces. Presently, K-Biz is the only consulting company in the area dedicated to business planning services.

However, in Nha Trang SMEs are conservative in outsourcing these services. In-depth analysis suggests that SMEs' reluctance in using business consulting services is significantly attributed to their perception that K-Biz lacks the resources, technical skills and expertise to effectively support business. Indeed, K-Biz lacks systematic, world-class consulting approaches—it's approach is more informal. Therefore K-Biz finds it difficult to offer strong and convincing service packages to the local business community.

### **Synopsis**

K-Biz seeks knowledge transfer and experience sharing in order to help SMEs in Nha Trang, Vietnam. The first area that K-Biz needs to strengthen is its own internal consulting techniques. It has need of advanced techniques and tools used by the best consulting firms. K-Biz needs standardized, systematic ways of diagnosing and solving business problems.

A top priority is to diagnose the local business environment, identify the main weaknesses in the business planning process of local SMEs and design business strategies that are "SME friendly". This will enhance K-Biz's service offering and help them to transfer best practices to the local business community, with the ultimate goal being economic development and job creation in the area.

### **Deliverables**

We would like the following deliverables in a report by March, 2010:

- Describe prevailing business planning practices of SMEs in Nha Trang.
- Identify causes behind the ineffectiveness and inefficiency in business planning and implementation.
- Build "information matrix", SWOT or BCG, where appropriate, as a basis for designing business strategies.
- Design business strategies that address the most common challenges faced by SMEs in the local competitive context

- Propose solutions for K-Biz to develop long-term services professionally

### **Special Considerations**

- During the knowledge exchange process with the consulting team, K-Biz would like to work on designing business consulting tools that are tailor-made to fit in local business realities. These could include forms, questionnaires, checklists, software, etc. that help standardize key business diagnosis processes as well as collecting, processing and analyzing information. These should be included in possible consulting solution packages.
- Measurable indicators and other techniques in working with clients are also considered potential areas of cooperation between K-Biz and the consulting team.
- K-Biz will provide access to necessary internal resources, financial estimates/statements, and guidance in the research process and provide some essential logistic support for the team.