The Role Of Strategic Analysis To Institute SMEs Projects With The Context Of Bahrain Economic Vision 2030 The Bahrain Development Bank Case

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The aim of this study is to determine the general status-quo of strategic analysis with regard to managing **SMEs** projects in the Kingdom of Bahrain, by virtue of identifying the (SWAT) analysis of **SMEs** projects in Bahrain; studying **SMEs** potential relation between strategic analysis and the level of performance; as well as determining the exchanged relation between supporting banks and the **SMEs** managements in the Kingdom of Bahrain.

The study sample encompassed business pioneers, including (**___**) **SMEs** projects being financed and supported by Bahrain Development Bank (BDB), hence the BDB branch managers study sample entailed around (**___**) managers of different branches across the Kingdom.

The researcher utilized for this purpose a questionnaire to underline the viewpoints of business entrepreneurs and bank managers. Moreover, the study outcomes established there is a statistically effective signifier of strategic analysis on the management of **SMEs** projects from the viewpoint of business entrepreneurs and bank managers.

Variations of statistical significance have also been noted between business entrepreneurs and bank managers in terms of strategic analysis, and thus it was in favor of the entrepreneurs.

Nevertheless, the variations amongst the entrepreneurs that were due to (gender, age, experience, type of activity, academic qualification, and number of project employees) considering the strategic analysis dimensions and overall degree did not indicate any statistical signifiers.

The study was concluded by submitting a group of recommendations, most importantly of which are:

- Bonding Bahrain Economic Vision ____ with **SMEs** projects in the Kingdom, as well as establishing a form of coordination between both the public and private institutions thereto.
- There is an interest by banks and financing sectors in the Kingdom to support **SMEs** projects within the scope of Bahrain Economic Vision.
- Incorporate general projects, and the **SMEs** projects in particular, in the curriculums of both private and public universities; aimed at providing full knowledge to students therein, and regarding the pioneering role played by the development process in the national economy.

- Alter the policy of quick loans (rescue loans) into development loans that aim to raise the performance level of **SMEs** projects, by means of accrediting a systematic strategy in cooperation with the government to submit adequate projects that correspond to the experience and knowledge of a borrower.

- In light of the many crises being faced by countries, Donor States to finance institutions must agree on a re-formulation of loan mechanisms in terms of the value of loans, required collaterals, interest rates, projects technical support that are commensurate with economic status of each State.