SME EMPOWERMENT
WITH SMART OFFICE SOLUTIONS
EMPOWERING SMEs WITH SMART SOLUTIONS

• Importance of SMEs

• The challenges faced by SMEs

• Serviced Offices: Empowering your business
> 99% of all European businesses are SMEs

European commission – April 2013

9 /10 enterprises in the EU-27’s non-financial business economy were micro enterprises

European commission – April 2013

20.7 million firms: 99% of all enterprises

Annual Report on SMEs in the EU: European commission – 2012

• 99.9% of all UK private sector businesses
• Employed 14.1 million people

Federation of Small Businesses – 2012
In the Gulf

**UAE**
94% of the total projects are SMEs

**Bahrain, Qatar & Oman**
SMEs constitute 92% of businesses

**Kuwait**
78% of the total projects are SMEs

**Saudi Arabia**
75% of businesses are SMEs
SMES in Bahrain

Unemployment rate rose by nearly 17% in Bahrain

March 2013: Total number of people classed jobless: 7,718
June 2013: Total number of people classed jobless: 9,012

SMEs in Bahrain

• Provide jobs for nearly 73% of private sector employees
• Contribute nearly 30% of nominal GDP

Sources:
Benchmarking SME Policies in the GCC – Steffen Hertog - 2007
Bahrain News Agency – Dec 2013
SME CHALLENGES

• Technology
• Global access
• Rising costs of operation
• Growing competition
• Human Resources issues
• Insufficient cash flow & lack of financing

Sources:
Global Competitiveness Index, 2012. (Lebanon)
Oxford Economics during Q2 of 2013
Arabian Business
OVERCOMING THE CHALLENGES
SMART OFFICE SOLUTIONS

The Serviced Office & Virtual Office should provide:

• A competitive advantage
• Professional team
• Low operation costs
• Technology & IT services to help save time & money
• Global access to expand market reach
OVERCOMING THE CHALLENGES
THE VIRTUAL OFFICE

The Virtual Office is Everything but the Office

• The corporate address
• Dedicated phone number
• Answering service
• Access to global meeting rooms
• As well as the technology and IT services
A SMART BUSINESS PLATFORM
SERVICED OFFICES

A Serviced Office should provide you with a fully furnished premium office suites with premium fit outs and:

1. Support team on hand to assist with all admin and day to day requirements
2. Access to fully equipped boardroom and meeting facilities
3. Flexible agreements with no long term commitments
4. Ability to operate in multiple markets with ease
5. A prestigious business address
A Serviced Office should provide you with a dedicated receptionist managing your calls according to your instructions.
A Serviced Office should provide you with an IP Phone supported by a global communications network.
A Serviced Office should provide you with Super fast internet connection with 99.99% uptime and access to cloud computing services.
A SMART BUSINESS PLATFORM
IT SUPPORT

A Serviced Office should provide you with access to 24/7 in-house IT team.
SERVICED OFFICES: THE BENEFITS

**IMPROVE**

- Flexibility by having global access instantly
- Productivity by using professional support teams
- Company image with a prestigious office address
- Sales Conversions – Never having to miss that vital call

**REDUCE**

- Expenses with the support of a multi-national corporation
- Telecommunication costs by using an integrated global network
- Potential risks by utilizing highly effective, innovative technology
- Long term commitment with flexible agreements
THANK YOU

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