

Enterprise Development, Growth and Enhancement (EDGE)



AT A GLANCE

→ About EDGE

EDGE is an innovative training approach for employers' organizations and business associations to assist their SME members develop the skills needed to improve productivity, competitiveness, and working conditions. In association with the International Labour Organization (ILO) and under license to the ILO's national Employers' Organizations, EDGE will be offered to SMEs by a range of business associations and institutions throughout Asia and the Pacific.

→ The EDGE advantage

Low cost
Flexible
Market driven
Peer-to-peer
Sector orientated
Outcome based

→ Current main partners

Cambodian Federation of Employers and Business Associations (CAMFBA), Employers' Confederation of the Philippines (ECOP).



ILO/Japan Fund for Building
Social Safety Nets in
Asia and the Pacific



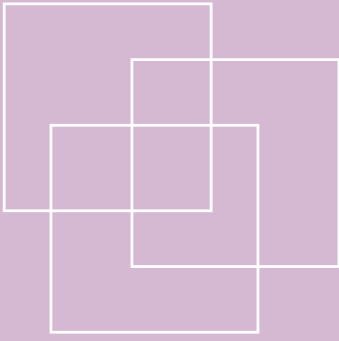
HOW YOU WILL BENEFIT?

For SMEs:

- Gain skills and know-how to make sure your business is always prepared, even in the most challenging circumstances.
- Learn how to build and lead a highly motivated, effective team who will look after your customers and build the business.
- Develop your sales and marketing expertise in order to increase sales and profit.
- Achieve a greater understanding of your financials and create a financial plan to track the key numbers that deliver business success.

For employers' organizations:

- Build trusted relationships between your organization and the business community.
- Become more proactive, sensitive and responsive and develop a greater understanding of the needs of your members and SMEs through regular contacts with business membership organizations (BMOs).
- Create a valuable channel for interacting with the business community and attract BMOs and SMEs to become members.
- Support your organization with platforms that will better serve your members and retain their loyalty.
- Create additional revenue streams for your organization, to fund more services.



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EDGE TRAINING SUITE

The EDGE training suite includes distinct, stand-alone modules designed to meet the needs of different groups. Each module sets out techniques, methods and worksheets that guide participants through the practical steps.

For new start-ups and underdeveloped enterprises:

The modules focus on key areas of business planning that strengthen SMEs bottom line and deliver long-term value.

Main skills you will learn: marketing principles for success, better bookkeeping for micro enterprises, pricing and profitability, investment capital and microfinance.

For established SMEs with enterprise-specific human resources and expertise:

The modules focus on competencies designed to improve and expand business operations.

Main skills you will learn: strategic customer segmentation analysis, growing productivity through safety and health, competitiveness and quality improvement, cash flow forecasting.

For SMEs with task-oriented expertise and human resources:

The modules focus on competencies related to value-added investments that increase competitiveness.

Main skills you will learn: business continuity planning for natural disasters and safety and health, supply chain management and logistics, preparing importers and exporters for the AEC, e-commerce and social media for small business.

HOW TO USE THE TRAINING MODULES

Each training is divided into various sessions: case study, networking, review of key principles, addressing the bottom-line and action-planning. Since there will be no external trainer or specialist to lead the training all group members need to participate actively in group work and discussions. At the end of the training participants will have mastered the skills needed to increase productivity, improve working conditions and strengthen business networks.

Participants only pay a small amount of money to join the training. Groups of five to seven participants with similar profiles work together through modules, to jointly solve problems and consider issues. If you are a business owner and have the literacy level to read the instructions, you are eligible to join the training.

HOW TO BECOME AN EDGE PARTNER?

The EDGE licensing package

One national employers' organization per country will be selected as the License Holder. As License Holder, you will have the right to grant sub-licenses to members and partner BMOs. The sub-license grants the BMOs the right to deliver EDGE training in a specific region, defined by geographic area or economic sectors. The license holder will also have the right to provide EDGE as a service, in partnership with direct members. The EDGE Package for License Holders consists of:

- EDGE programme materials
- Training of EDGE Project Team
- Operations manual
- Coaching, especially during start-up operations
- EDGE evaluation tools and system
- Reporting system
- Branding and marketing of EDGE materials and promotional support
- Provider and SME Certification and Recognition Systems

It is easy to become a partner. As a first step you need to submit the following:

- Expression of interest, which should indicate on how EDGE would be aligned to your current operations and how it would contribute to achieving your organizational goal and objectives.
- Brief organizational profile, including description of services delivered during the last three years (with an emphasis on outreach), total revenue from services, and percentage of costs in delivering service covered by revenue.
- Proposed EDGE implementation plan which will include pricing strategies and target providers.

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