

Business Edge has been developed for the owners and managers of small and medium enterprises (SMEs) to help them learn the important skills they need to manage and grow their businesses.

Business Edge workbooks have very practical and easy-to-use formats that teach managers and future managers the fundamentals of: marketing, quality control, human resources management, finance and accounting, plus insights into individual productivity. The workbooks already available in bookstores are:

Personal Productivity Skills

- Managing with authority
- Time management
- Leading your team
- Leading change
- Delegating effectively
- Motivating people
- Communicating in groups
- Becoming more effective
- Solving problems
- Making and taking decisions
- Planning and controlling work

Productions and Operations Management

- Understanding quality
- Achieving quality
- Auditing quality
- Controlling physical resources

Finance and Accounting Management

- Accounting for non-accountants
- Making a financial case
- Controlling costs
- Working with budgets

Human Resources

- Job analysis
- Job descriptions, specifications and standards
- Recruiting, job search and selection
- Wage and salary system
- The owner-manager and the human resource function

Marketing Management for SMEs

- Introduction to marketing concepts
- About customers: Gathering information
- Target markets
- Product planning and development
- Pricing and pricing strategy
- Promotion and advertising
- About customers: Gathering information on Purchasing Processes and Trends
- Caring for Customers

Business Edge is a set of new tools to help Cambodian entrepreneurs excel in all aspects of business. These tools are:

Business Edge Workbooks. High quality, affordable self-study workbooks that develop business skills.

Business Edge Seminars. *Business Edge* offers 9 different locally tailored seminars on business management issues to enhance the capacity of entrepreneurs. These are taught in Khmer by certified local trainers who have had intense training in how to facilitate adult learning and the application of skills back on the job.

Business Edge TV show. On Thursday nights at 9.30 pm on CTN Channel, tune in to *Business Edge TV*, a half hour show about small and medium enterprises, successful entrepreneurs, business management principles and government policies that impact business.

Business Edge is a program of the International Finance Corporation's Mekong Private Sector Development Facility. IFC-MPDF is a multi-donor funded initiative set up by IFC in Cambodia, Lao PDR and Vietnam, to reduce poverty through sustainable private sector development.

www.mpdf.org