

PROJECT
“POST-FLOOD TECHNICAL ASSISTANCE FOR SMEE IN OBRENOVAC”



This project is financially supported by The Royal Norwegian Embassy in Belgrade
www.norveska.org.rs

Objectives and brief description of project:

To contribute to normalization and improvement of business environment in Obrenovac after the floods. To establish a mechanism for mitigation of direct flood damages to SME sector in Obrenovac through SMEE assistance and capacity building.

This Project aims to support activities aiming to restore economic life in the municipality of Obrenovac through assisting recovery of the local SMEE sector. This main goal of the project will be achieved through:

- 1) Assessment of the damage to local SMEE sector and provision of plans for its reconstruction;
- 2) Empowerment of local stakeholders to continue to support the reconstruction process after the completion of the Project;
- 3) Assistance to the local SMEEs in meeting administrative requirements to participate in various relief programs;
- 4) Analysis of the state of SMEE sector and recommendations for its development.

The Action will select 300 SMEEs, based on a public call and organize initial meetings. After the meetings, trainings in Business Plan Development will be organized in order to build capacities of SMEs to prepare and apply for available funds. After the trainings, each SME will work with trainers and consultants in order to assess the state of their businesses, including the damage, current problems, opportunities and obstacles for development. The criteria for businesses assessment will include:

- Inventory of direct damage due to floods;
- Personal/team qualities and entrepreneurial background – personal motivation, entrepreneurial qualities and commitment to start/develop the business, demonstrated knowledge of the product and experience in the sector;
- Product/service attractiveness – specific characteristics, level of quality, pricing policy, complementary products/services;
- Strategic relevance of the business - feasibility, market analysis, competition analyzes, the development potential of the business/idea;
- Profitability and (financial) sustainability – efficiency, revenues, payback period, existing buyers and business partners;
- Spill-overs on local economy – contribution to local job creation.

At the end of individual work, **recovery plan** will be developed for each SME. Recovery plans will be tailored made, based on individual circumstances. Special attention will be payed to bookkeepers from Obrenovac. They will be trained in ToT for Business Plan Development in order to

BUSINESS DEVELOPMENT THROUGH TRAINING, TRADE, QUALITY AND MICROCREDIT PROGRAMS



Business Innovation Programs
www.bips.rs

POSLOVNI KLUB
obrenovac 2014

enable them to help their clients with applications for available funds. They will work with trainers in supporting SMEs in development of recovery plans.

Based on all collected information and data from recovery plans, on-line data base of beneficiaries will be developed. It will be a significant source of information for future relief programs.

Second segment will focus on empowering local business associations and initiatives, as well as the municipality, to create projects and programs to help local economy cope with the consequences of floods. The situation in the field is such that local stakeholders are not sufficiently organized, nor do they have sufficient capacities to attract projects and investments. Business Club Obrenovac 2014 is the only SMEE association in Obrenovac and local Chamber of Commerce is not active. Therefore, activities will be implemented to strengthen and build their capacities, as well as the capacities of the municipality and other relevant stakeholders to prepare and implement projects which will tackle challenges of local SMEEs after the floods. This will include: equipping of the office for Business Club Obrenovac 2014, PCM training, problem identification process, development of project proposals addressing the most urgent issues.

Third segment of the Project will provide beneficiaries with administrative and legal assistance when applying for support within different relief programs.

The final segment of the Project will focus on macro-economic state of Obrenovac economy. An analysis on performance of economy of Obrenovac before the floods, volume of damage and loss that SMEE sector suffered during the floods and impact of floods on economic performance of entrepreneurs and small companies in the period of 3 months after the floods will be performed by experts. Based on the Analysis, advocacy strategy for mitigation of consequences of floods, recovery and improvement of local economy will be developed and presented at the Closing Conference to decision-makers, state institutions, international development agencies and business associations that can provide technical and financial support for mitigation of negative effects of floods and full recovery of SMEE sector of Obrenovac.

Overall objective:

To contribute to normalization and improvement of business environment in Obrenovac after the floods.

Specific objective:

To establish a mechanism for mitigation of direct flood damages to SME sector in Obrenovac through SMEE assistance and capacity building.

Target groups:

1. SMEs and entrepreneurs from Obrenovac affected by the damages caused by the floods;
2. Local selfgovernment - Department for development;
3. SMEE association Poslovni klub Obrenovac 2014;

Expected results:

1. Increased capacities of entrepreneurial associations/initiatives and local government for project planning related to mitigation of consequences of floods;
2. Direct assistance provided to 300 SMEEs and business plans developed;
3. Established mechanism ("help desk") for administrative/legal assistance and distribution of information on existing relief programs for SMEEs damaged in floods;
4. Strategic framework for recovery of local economy developed.

Project will be implemented during the period 1st August 2014 until 31st May 2015.

BUSINESS DEVELOPMENT THROUGH TRAINING, TRADE, QUALITY AND MICROCREDIT PROGRAMS

Office in Belgrade:	Kneginje Zorke 11a	11000	Ph: +381 11 2451 240	Fax: +381 11 2451 240	E-mail: bd@bips.rs
Office in Kragujevac:	Nikole Pasica 7/II-9	34000	Ph: +381 34 206 853	Fax: +381 34 206 854	E-mail: sm@bips.rs