

# SheTrades Competitiveness Map

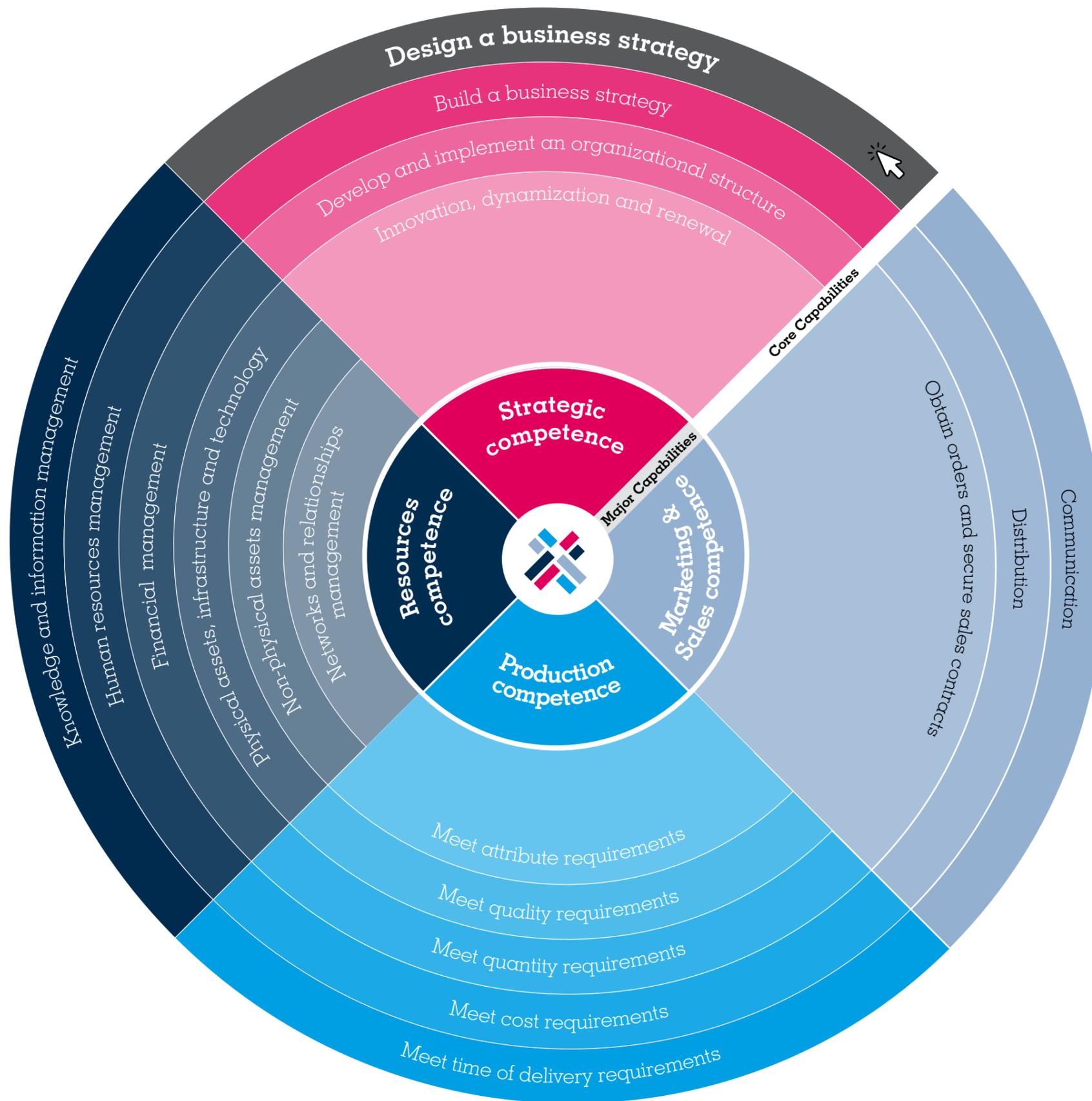


Strategic competence

Marketing & Sales competence

Production competence

Resources competence



## Strategic competence

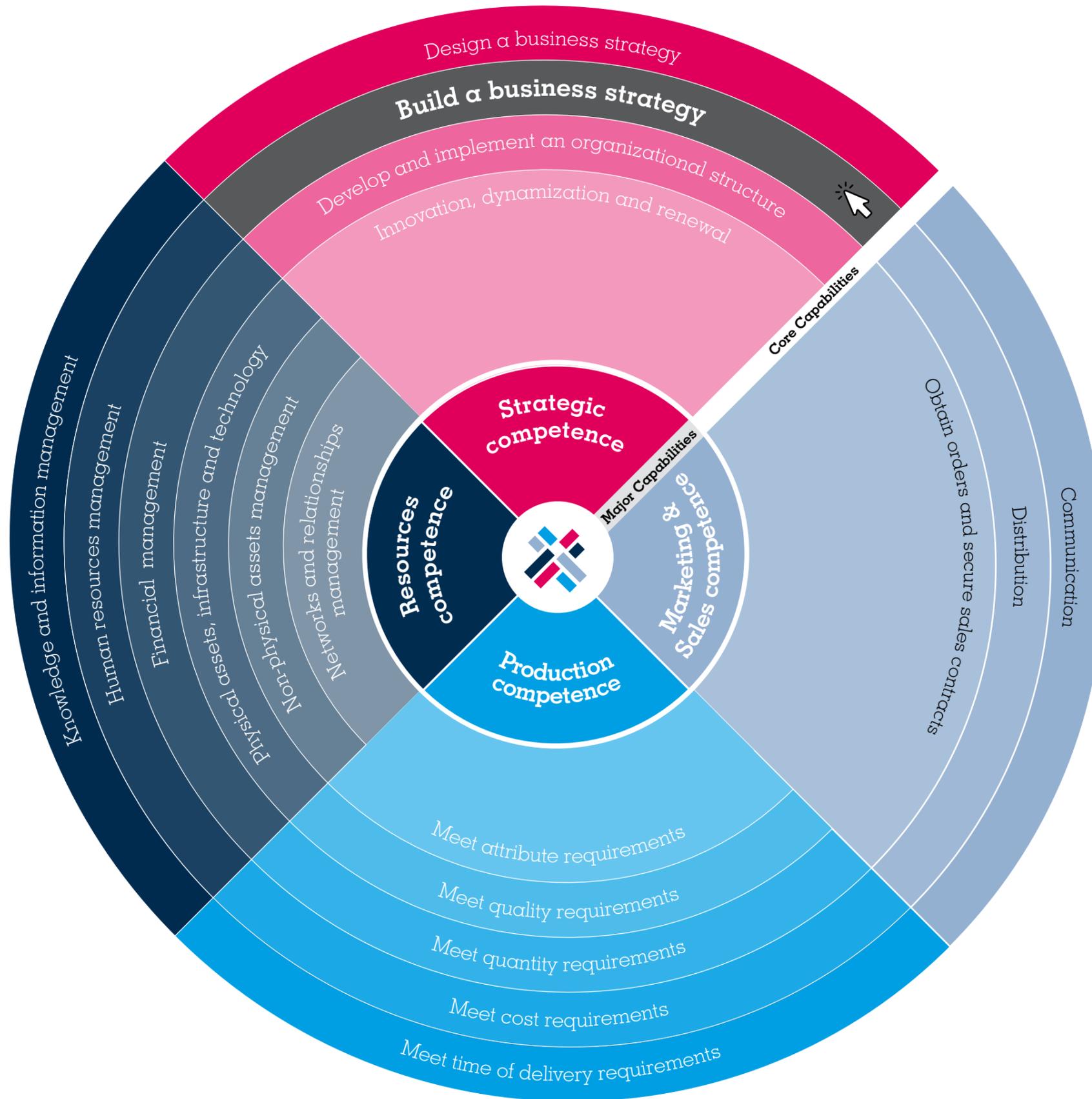
Design a business strategy

### Microfoundations

To set organisational goals, identify business opportunities, and craft sustainable business models.

- Generation, evaluation, and filtering of business ideas
- Assessment of competitive environment (locally and internationally)
- Assessment of the environmental impact of your company.
- Assessment of the social impact of your company.
- Identification, segmentation, and selection of Markets
- Delineation and positioning of enterprise's offer (product or service)





## Strategic competence

Build a business strategy

### Microfoundations

To identify resource requirements and determine how strategies are to be implemented. It also allows for the fine tuning and adaptation of existing strategies.

- Identification of critical business processes and inputs
- Identification and building core business competences and capabilities
- Preparation of strategic and operational plans
- Alignment of your strategic and operation plan with the Sustainable Development Goals (SDGs)
- Development of financial plans and models
- Development a sales / export plan
- Development of an e-business strategy (including standards e-commerce terms and conditions)
- Handling risk (political, economic, social and technological) and uncertainty
- Periodic strategy update and adaptation

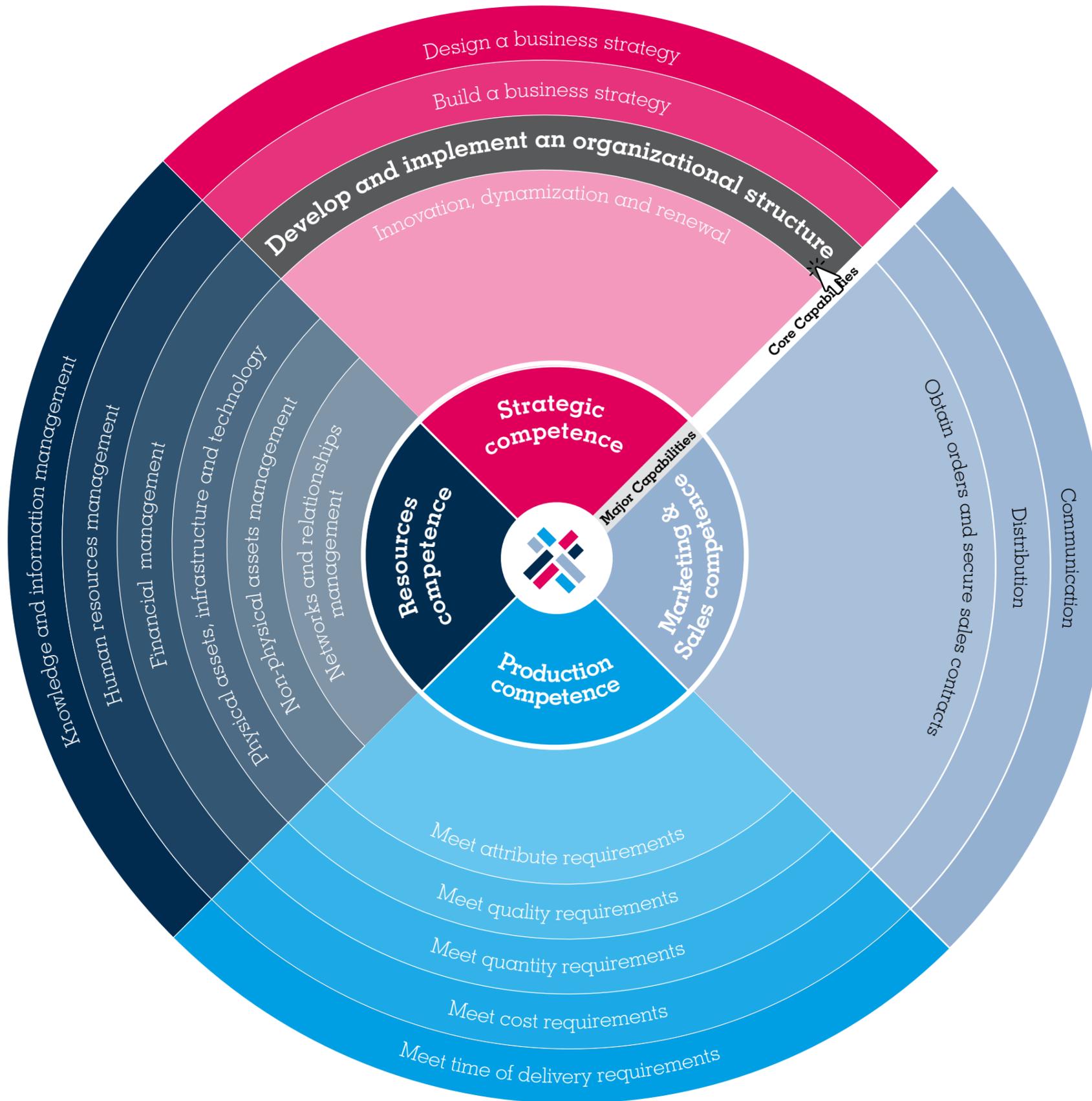


Strategic competence

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## Strategic competence

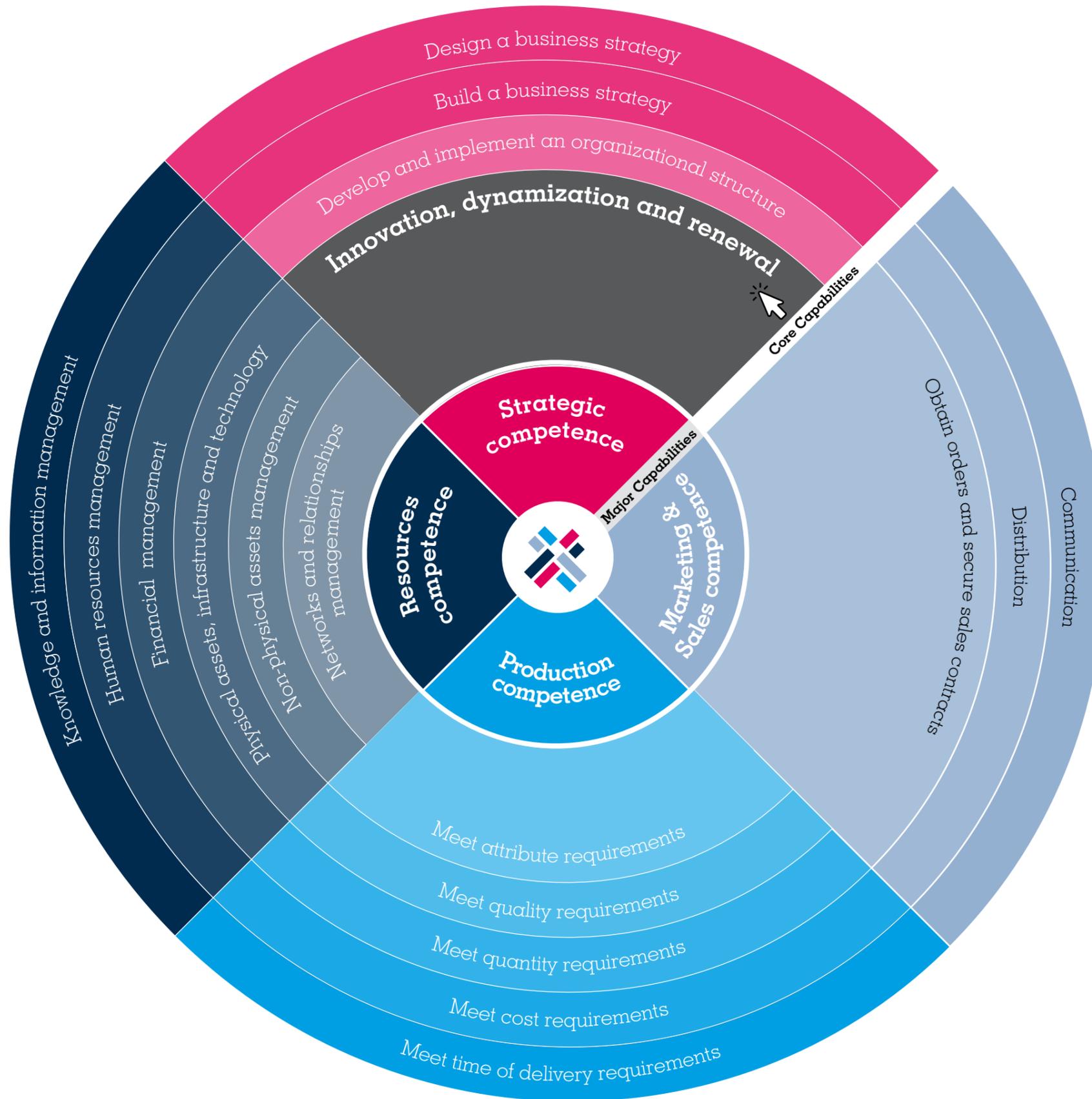
Develop and implement an organisational structure

### Microfoundations

To equip businesses with an adequate structure to allocate, coordinate, and supervise the work that needs to be done in order to achieve the goals set by the strategy.

- Development of organisational structures
- Development of policies, systems and procedures for adequate governance, including sustainability principles (economic, environmental, and Social), SDGs, and compliance with law and ethics.





## Strategic competence

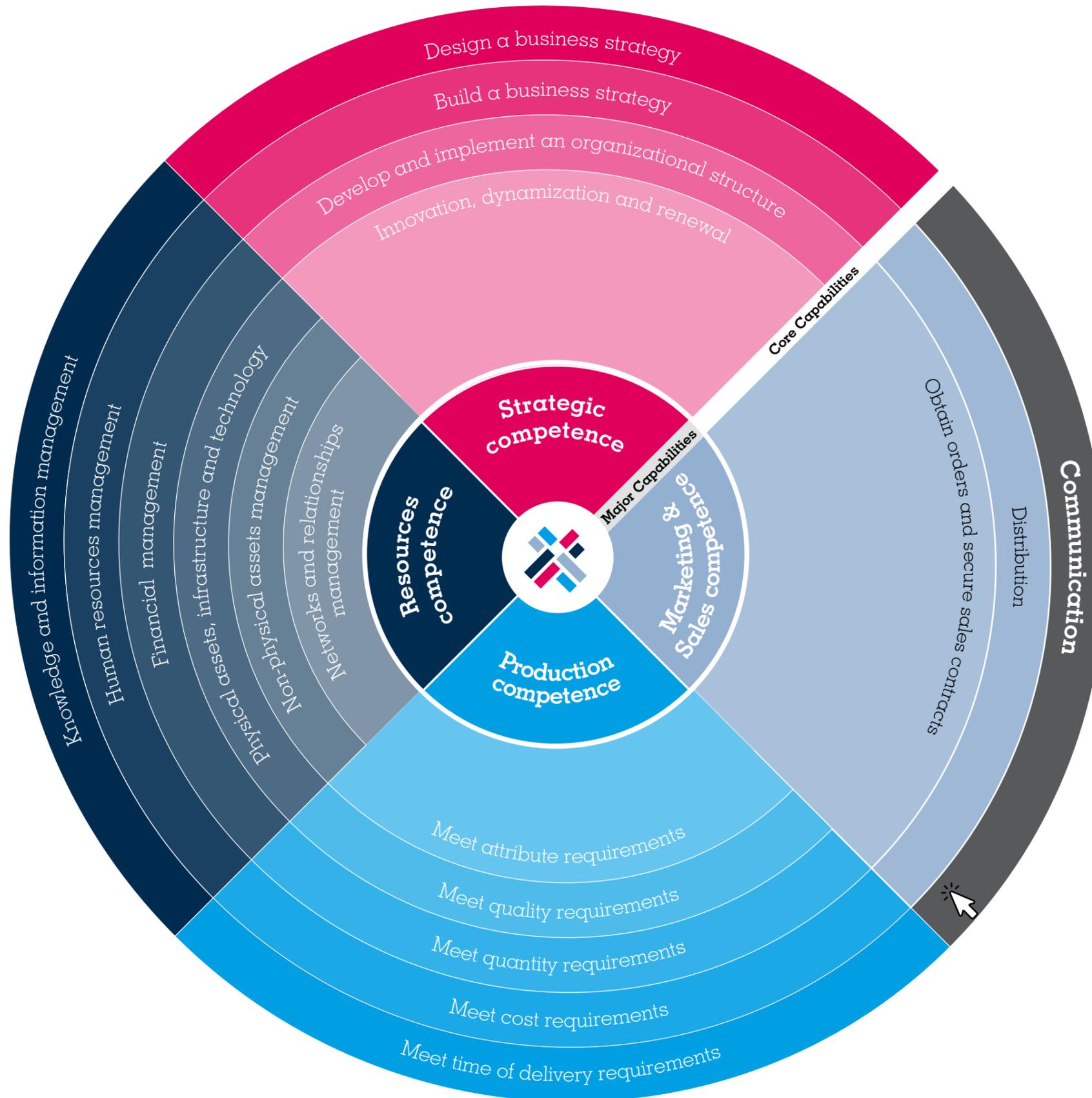
Innovation, dynamisation and renewal

### Microfoundations

To adapt to changes in the business environment by introducing new or adapting existing ideas, processes, services or products.

- Conducting basic and technical research
- Development of innovation, renewal, and dynamisation capabilities
- Keeping updated on customer tastes
- Understand and predict market trends and industry shifts





## Marketing & Sales competence

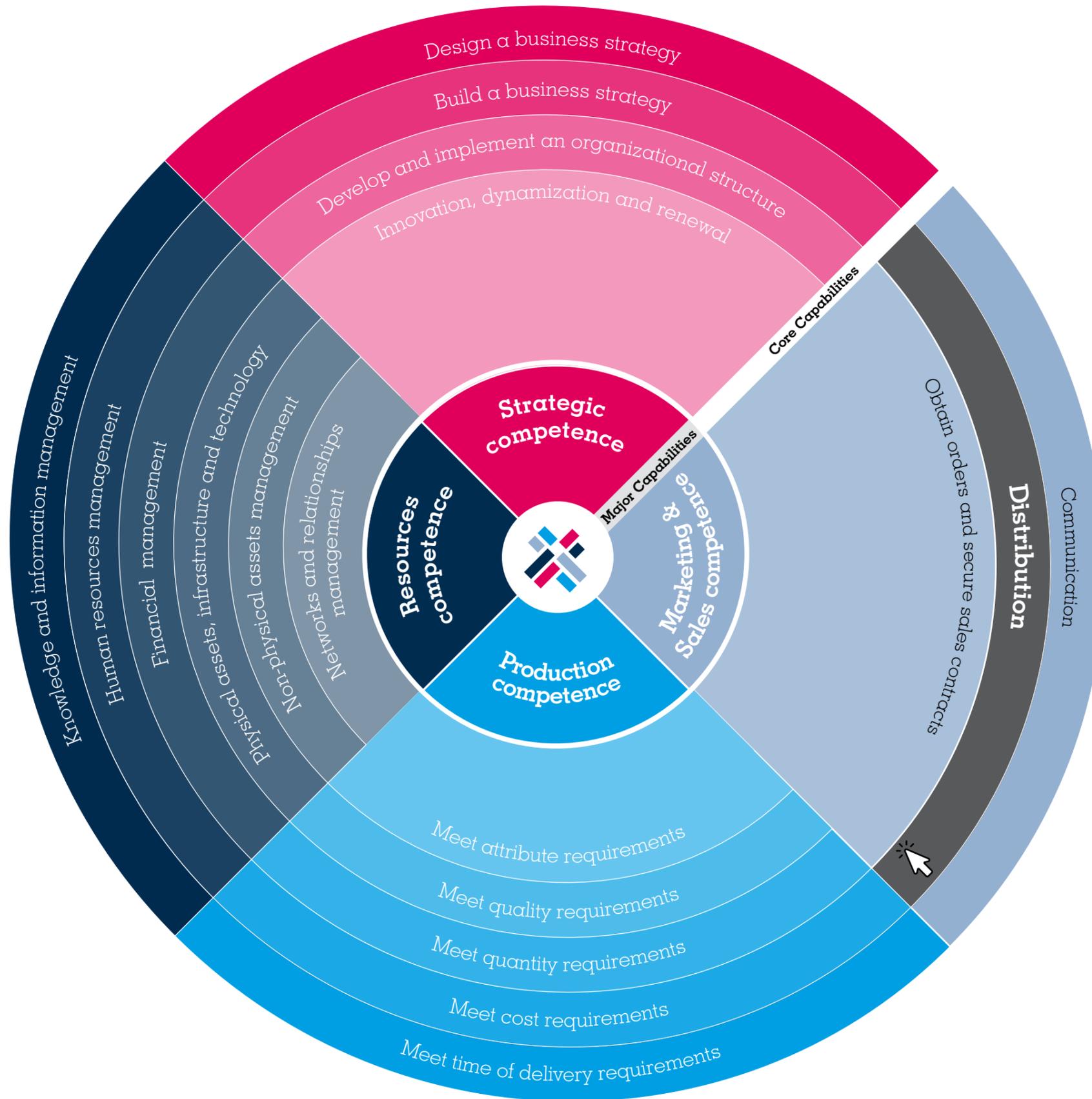
### Communication

#### Microfoundations

To share information and initiate a conversation with current and potential clients, as well as to make the firm and its offer known to the wider public.

- Development of company identity - brand name
- Design and implement advertisement and promotion plans
- Preparing sales material
- Assessment of the challenges when negotiating with people from different countries and cultures
- Development and managing Online Presence (Website, Digital Marketing, Webiste or Marketplace Analytics)





## Marketing & Sales competence

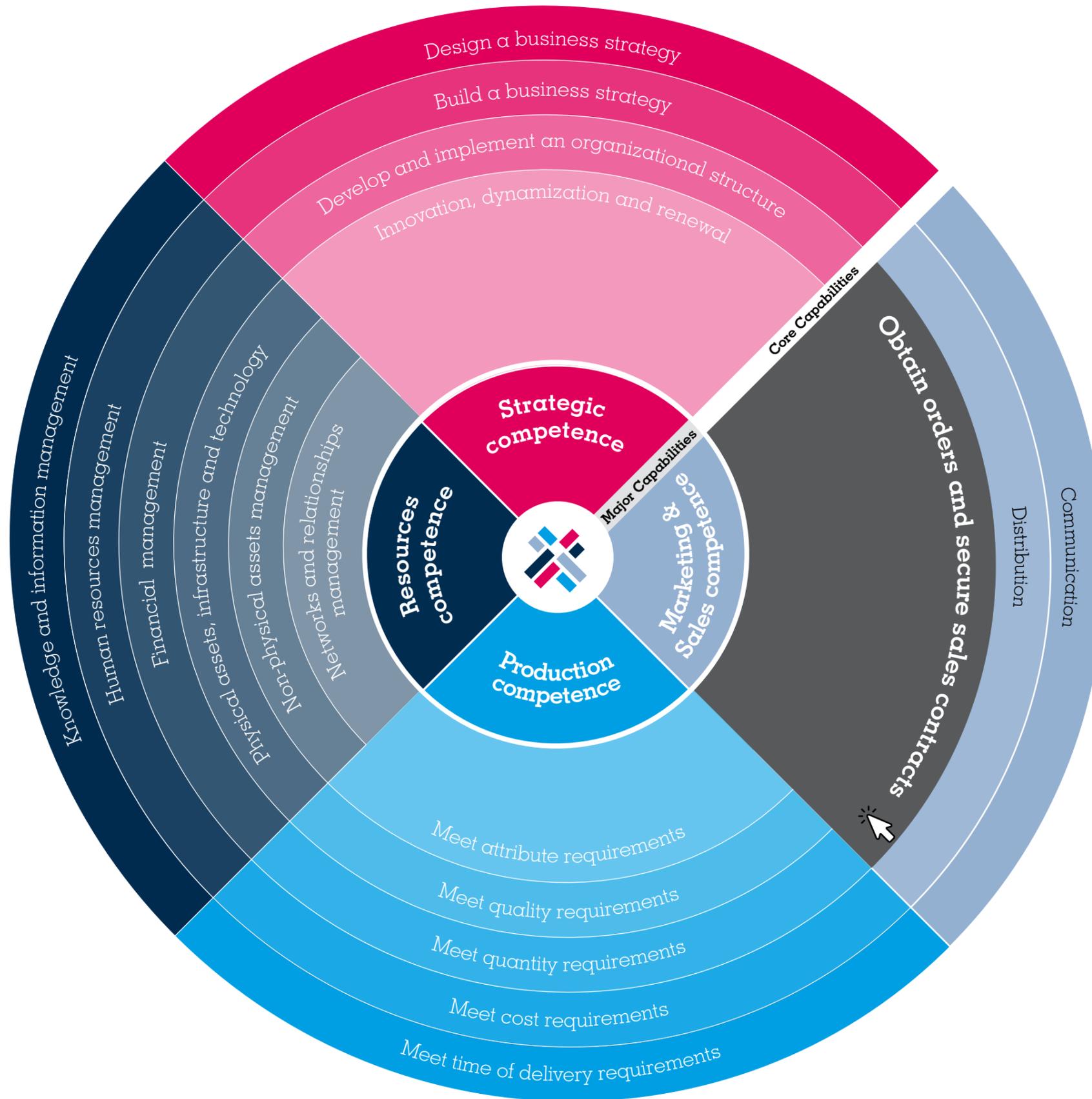
### Distribution

#### Microfoundations

To make the offer available to customers using direct or indirect means.

- Selection and establishment of distribution channels





## Marketing & Sales competence

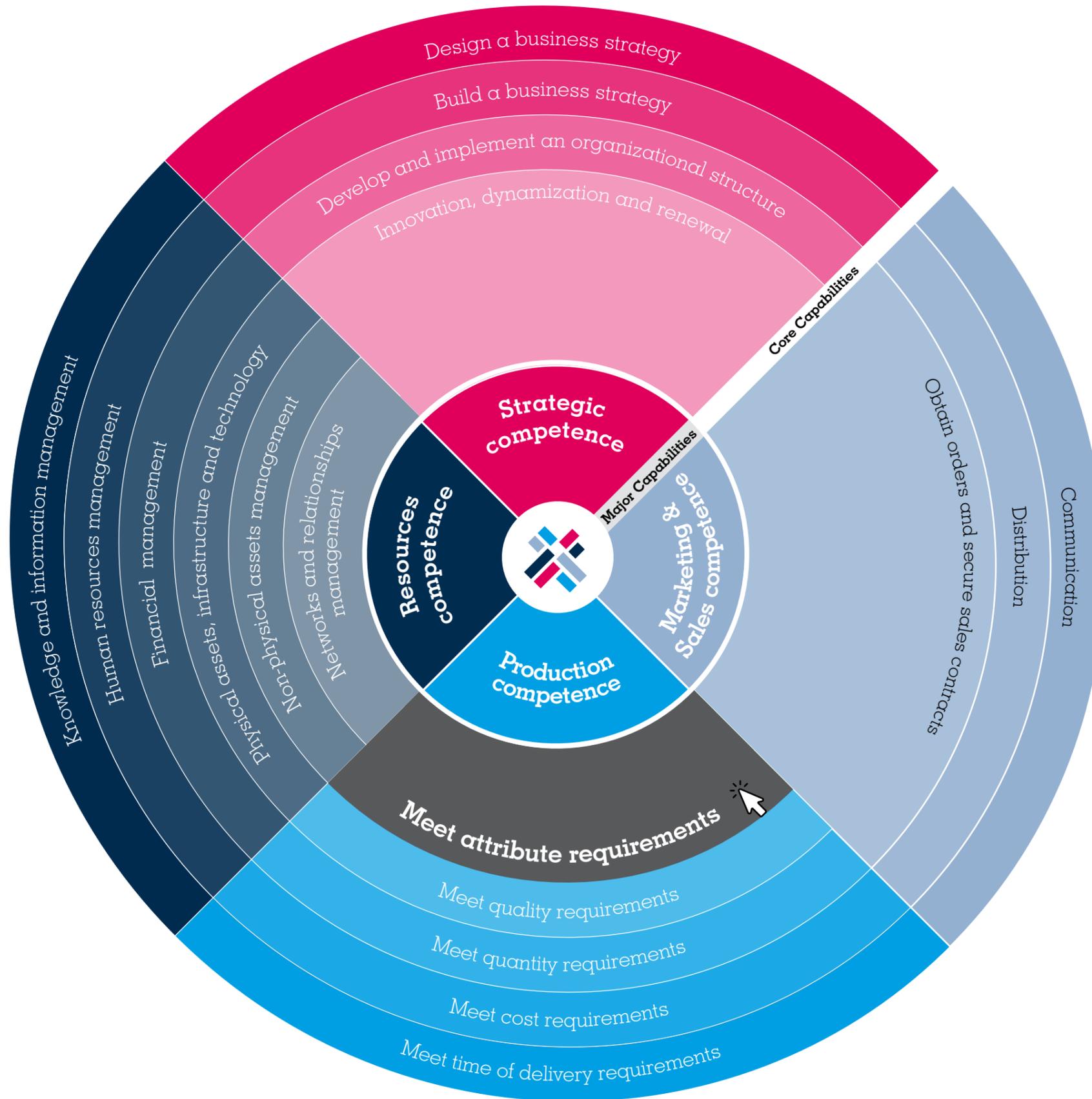
Obtain orders and secure sales contracts

### Microfoundations

To ensure the business is able to fill the orders pipeline and reach mutually beneficial business agreements with its clients.

- Understanding and anticipating customers needs
- Generating sale leads and answering to sales inquiries
- Negotiating specifications
- Price setting and quoting
- Negotiating terms of sales
- Formalising transaction agreements through contracts





## Marketing & Sales competence

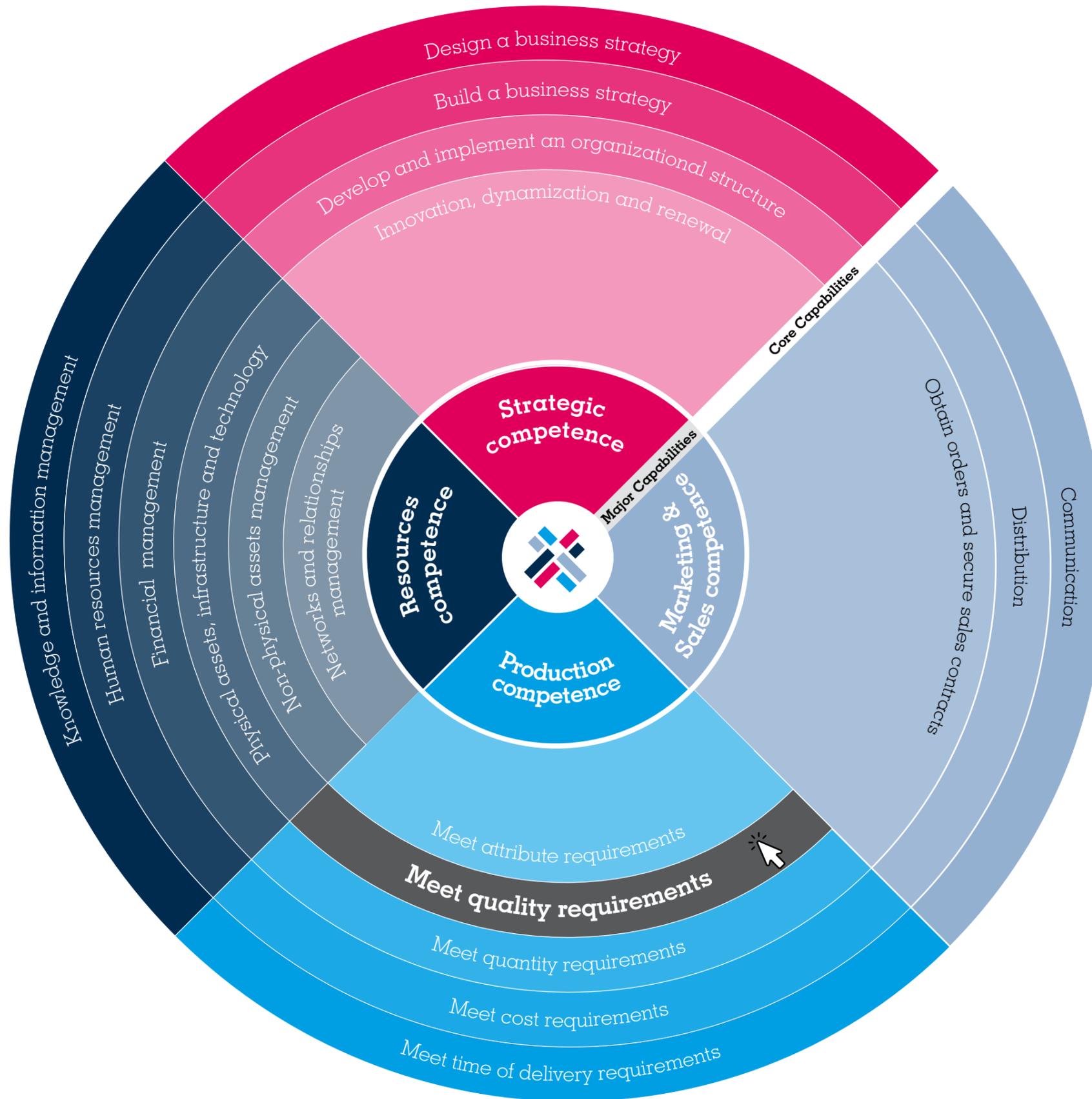
Meet attribute requirements

### Microfoundations

To ensure the business' offer has the required characteristics and variations to meet the clients' needs.

- Product design and prototyping
- Product alteration and enhancement





## Marketing & Sales competence

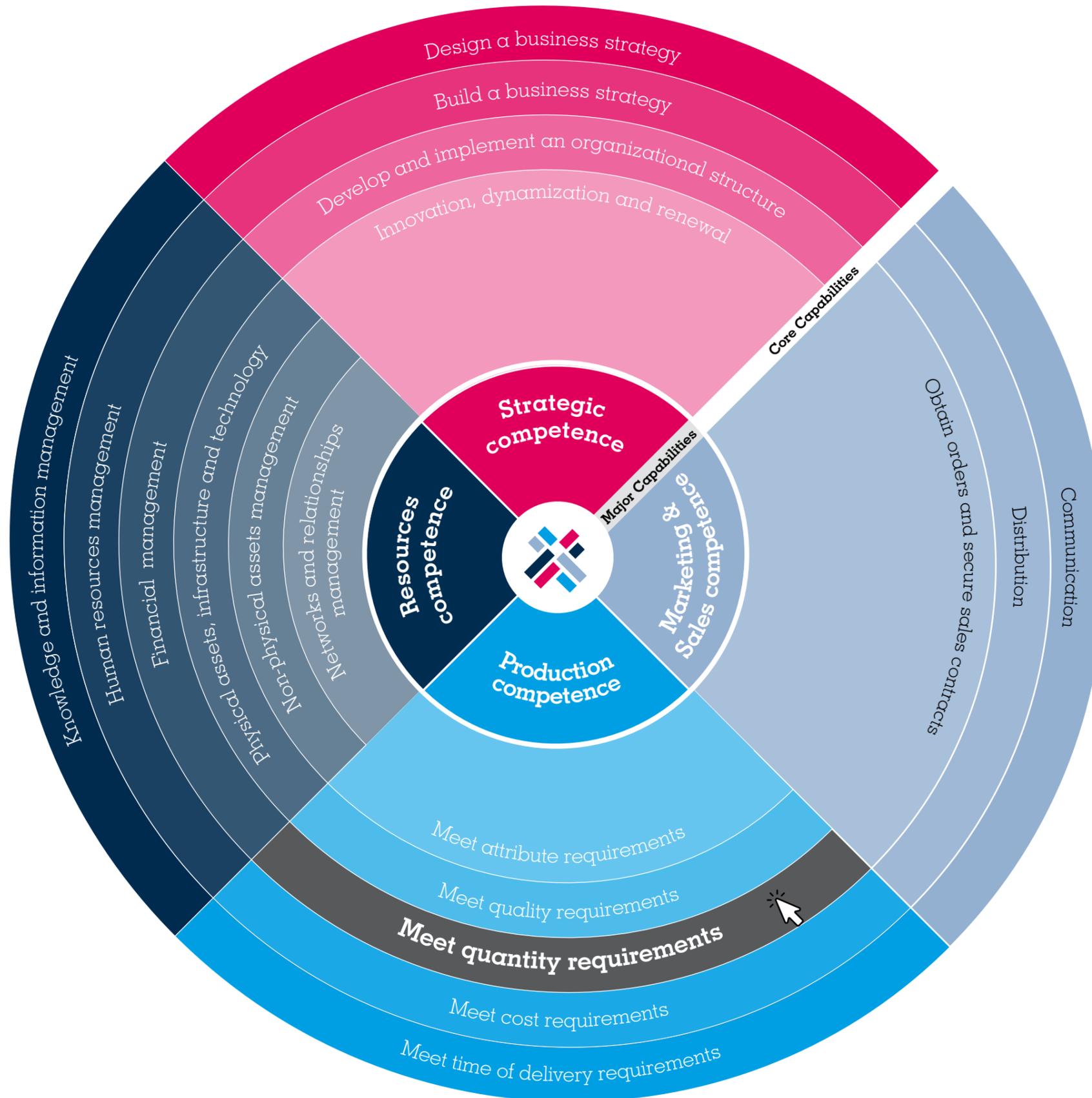
Meet quality requirements

### Microfoundations

To ensure operations comply with all legal, environmental, and social standards and regulations applicable to the offer, as well as with voluntary standards and product specifications.

- Develop quality standards
- Design and implement quality control processes and procedures
- Demonstrate conformity of products/services with standards (certifications) - including private voluntary standards
- Handling production under good environmental practices
- Handling production under good labour practices.





## Marketing & Sales competence

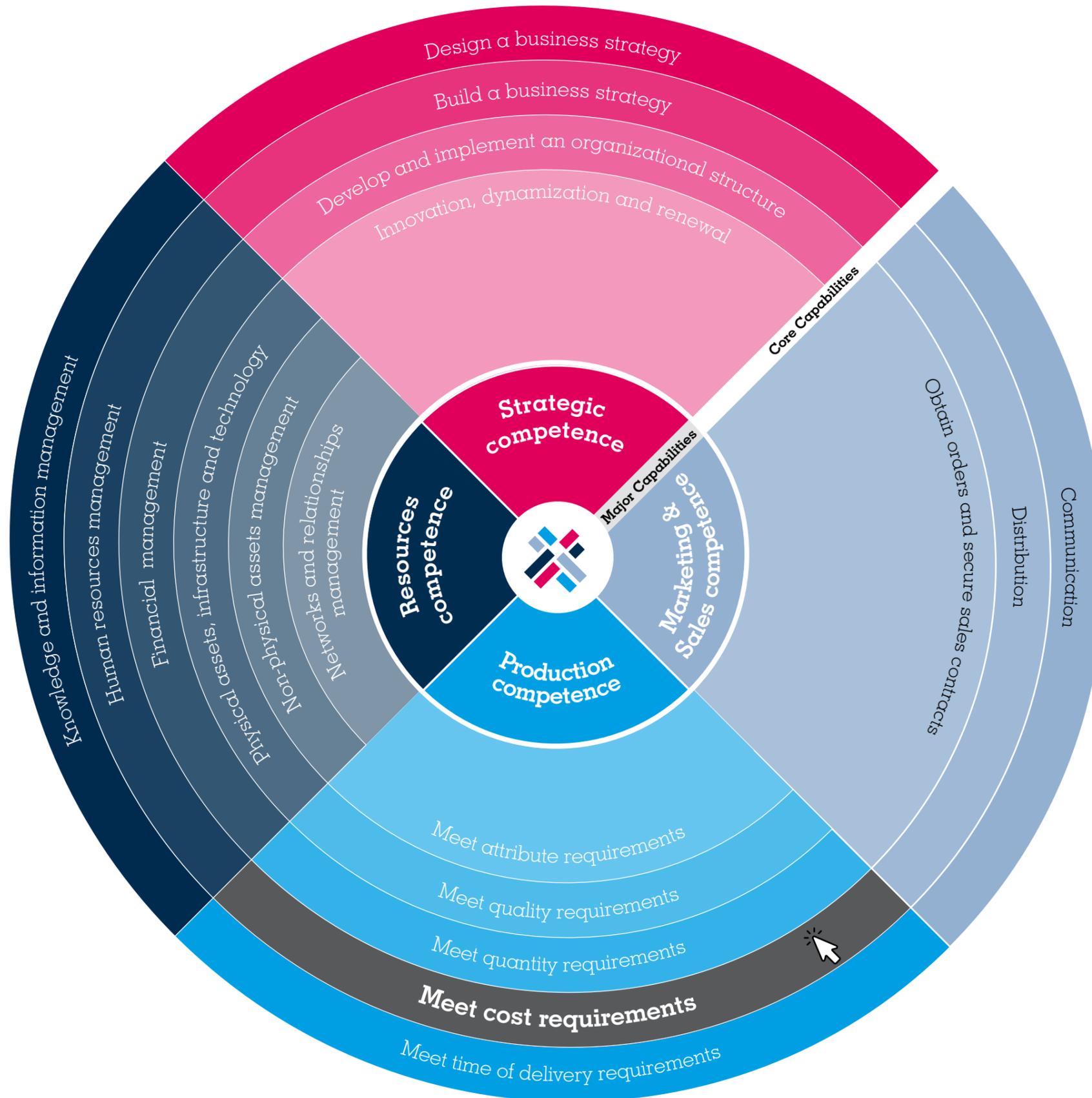
Meet quantity requirements

### Microfoundations

To define and/or adjust its production methods and operations in such a way as to reach the production volumes set by the strategy.

- Design and run production processes
- Identification and procurement of production tools
- Identification and procurement of raw materials and services
- Handling Inbound Logistics (raw materials)
- Planning and scheduling production
- Release production orders
- Design layout and install production facilities





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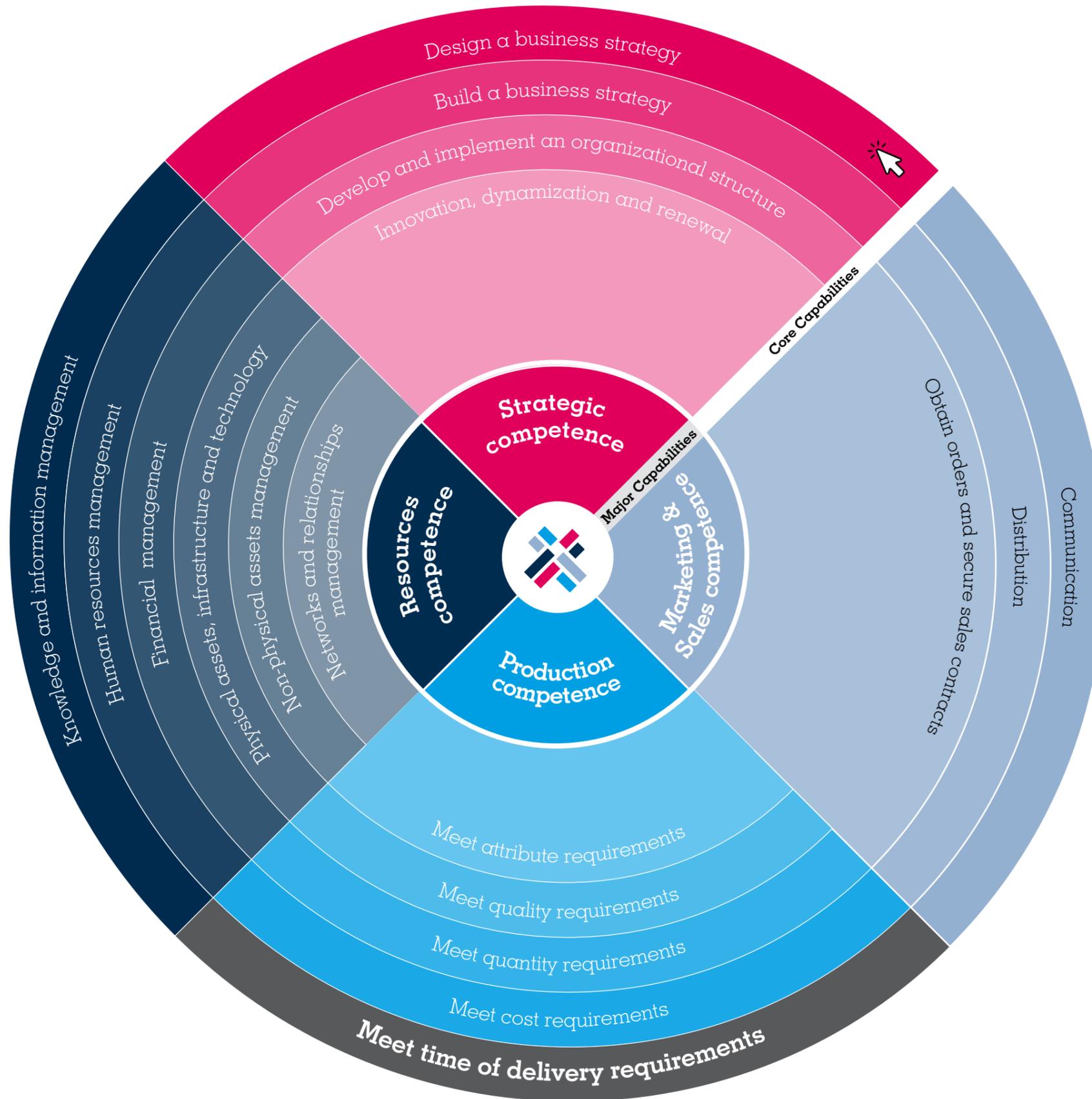
Meet cost requirements

### Microfoundations

To ensure production operations run at maximum efficiency levels and meet the business' profit or cost targets.

- Selection of production plant location (if applicable)
- Estimating production costs
- Balancing production
- Implementation of cost reduction programmes
- Implementation of continuous improvement programmes
- Developing maintenance systems





## Marketing & Sales competence

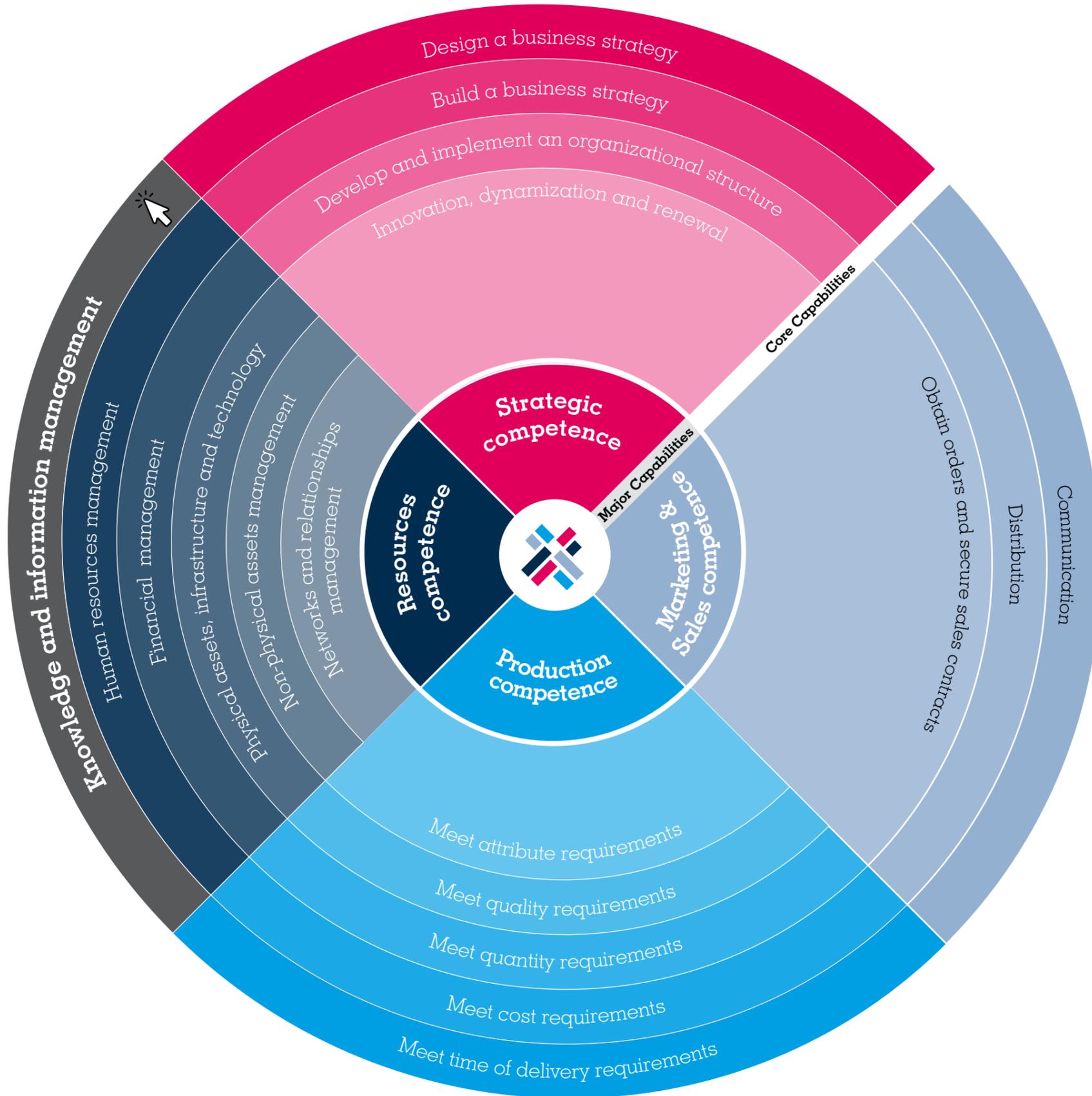
Meet time of delivery requirements

### Microfoundations

To meet or shorten industry lead times as per the needs of the clients.

- Determining inventory and store capacity requirements
- Create and manage materials plan
- Stocks management
- Procurement and expediting
- Packaging and Labeling
- Manage internal logistics and warehousing
- Manage outbound logistics (freight operations, export documentations, incoterms, etc)
- Use of website or marketplace to communicate shipping times and costs
- Management of returned goods (reverse logistics)





## Resources competence

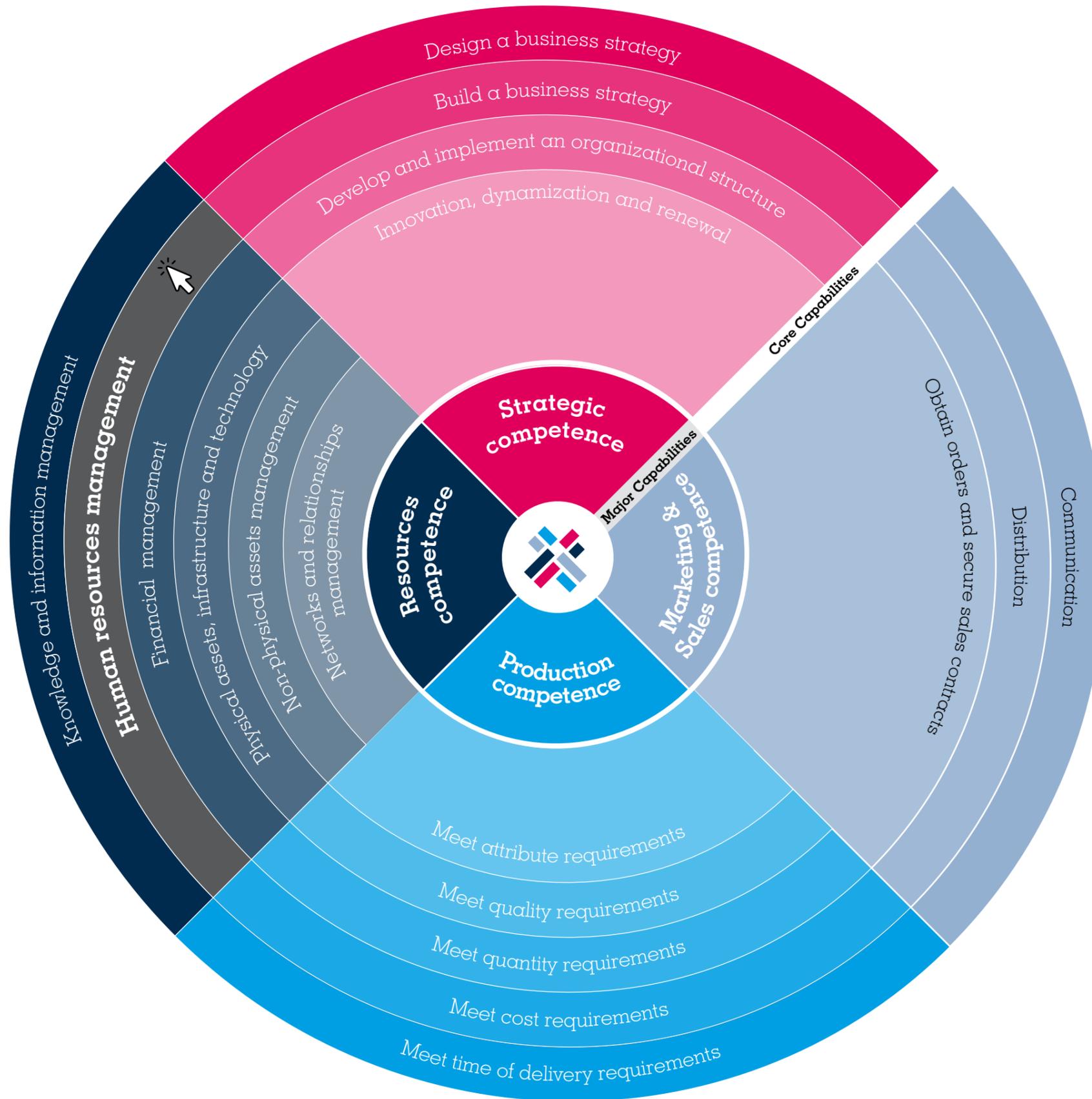
Knowledge and information management

### Microfoundations

Knowledge Management - to ensure acquisition and implementation of knowledge between employees and external stakeholders. Information Management to store, retrieve and analyse information using ICT technology.

- Establishing Information Management Systems
- Establishing Knowledge Management Systems





## Resources competence

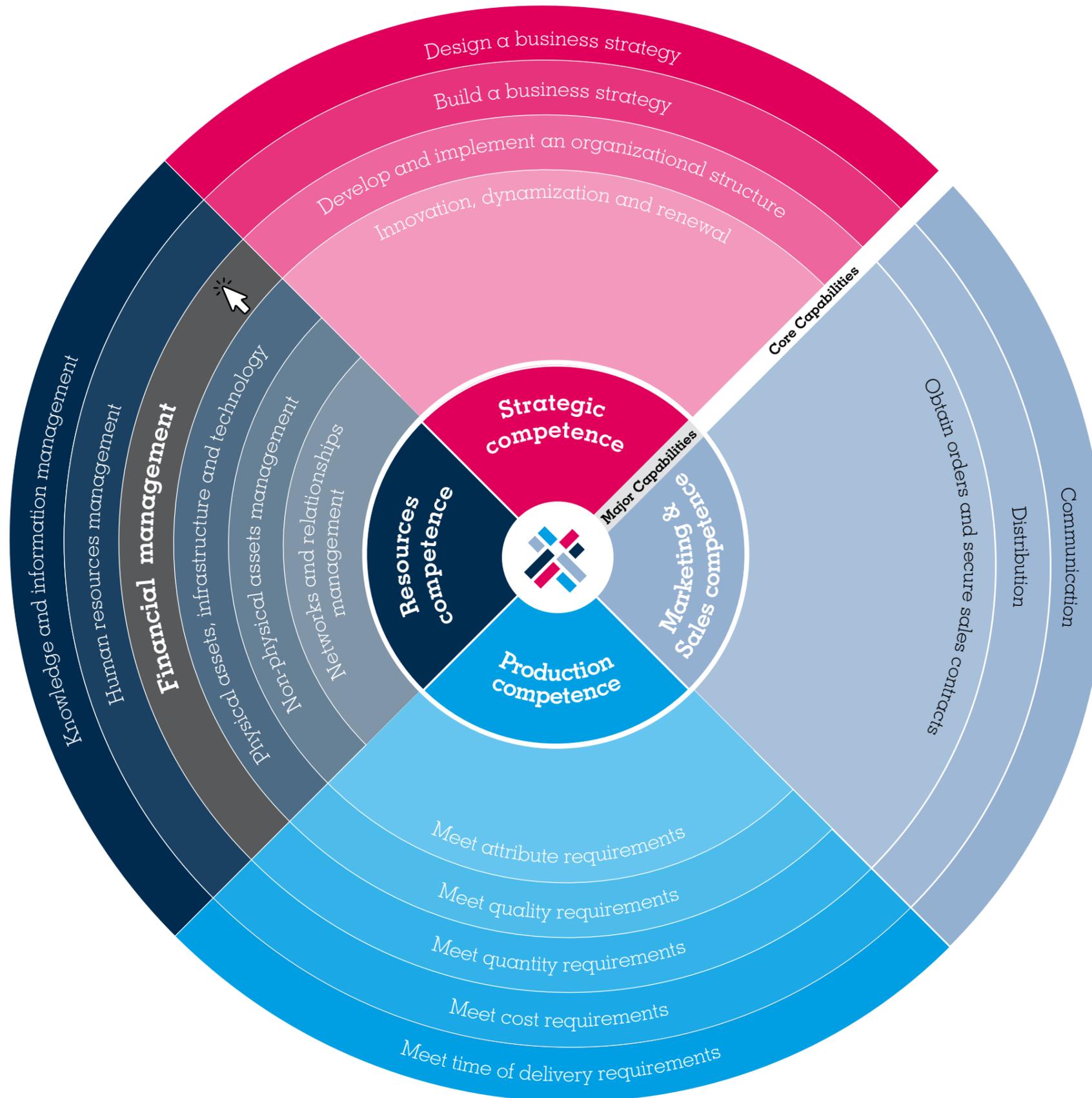
Human resources management

### Microfoundations

The effective management of people in a company or organisation such that they help their business gain a competitive advantage. It is designed to maximise employee performance in service of an employer's strategic objectives.

- Developing and implementing Human Resource policies
- Planning for staffing needs
- Employee Recruitment And Selection
- Employee Compensation And Benefits (following domestic employment and labour regulations)
- Employee Training and performance evaluation





## Resources competence

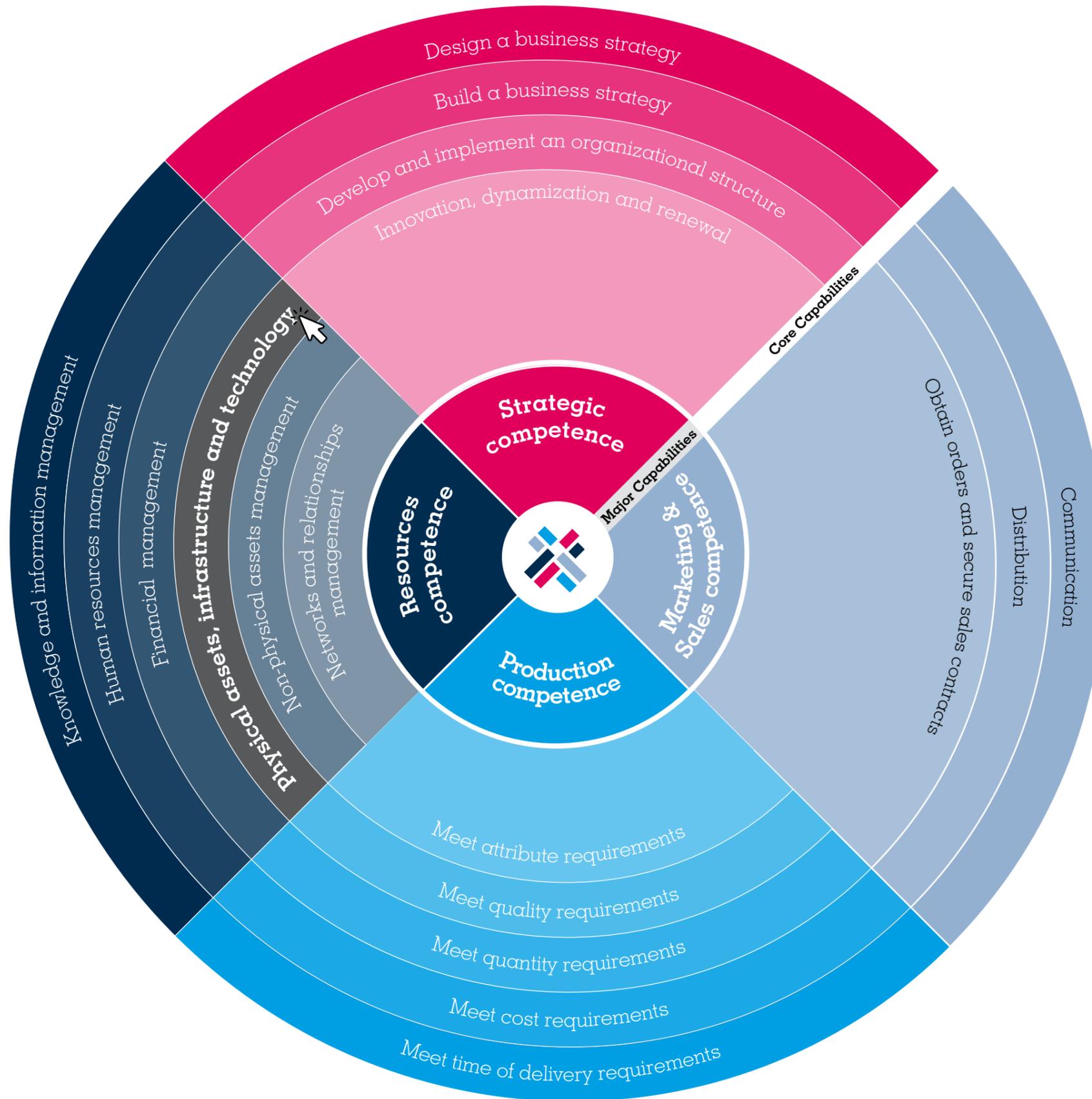
### Financial management

#### Microfoundations

Financial Management means planning, organizing, directing and controlling the financial activities such as procurement and utilization of funds of the enterprise. It means applying general management principles to financial resources of the enterprise.

- Estimating capital requirements
- Selecting sources of funds and determining capital composition
- Accessing to Finance - Attracting Investors / banks
- Managing cash flows and other assets (book keeping / Accounting)
- Managing different methods of payments (including e-payments)
- Compliance with financial/fiscal obligations regulations (including taxes and other charges)
- Managing risk of exchange rate volatility
- Implementaion of Financial controls systems





## Resources competence

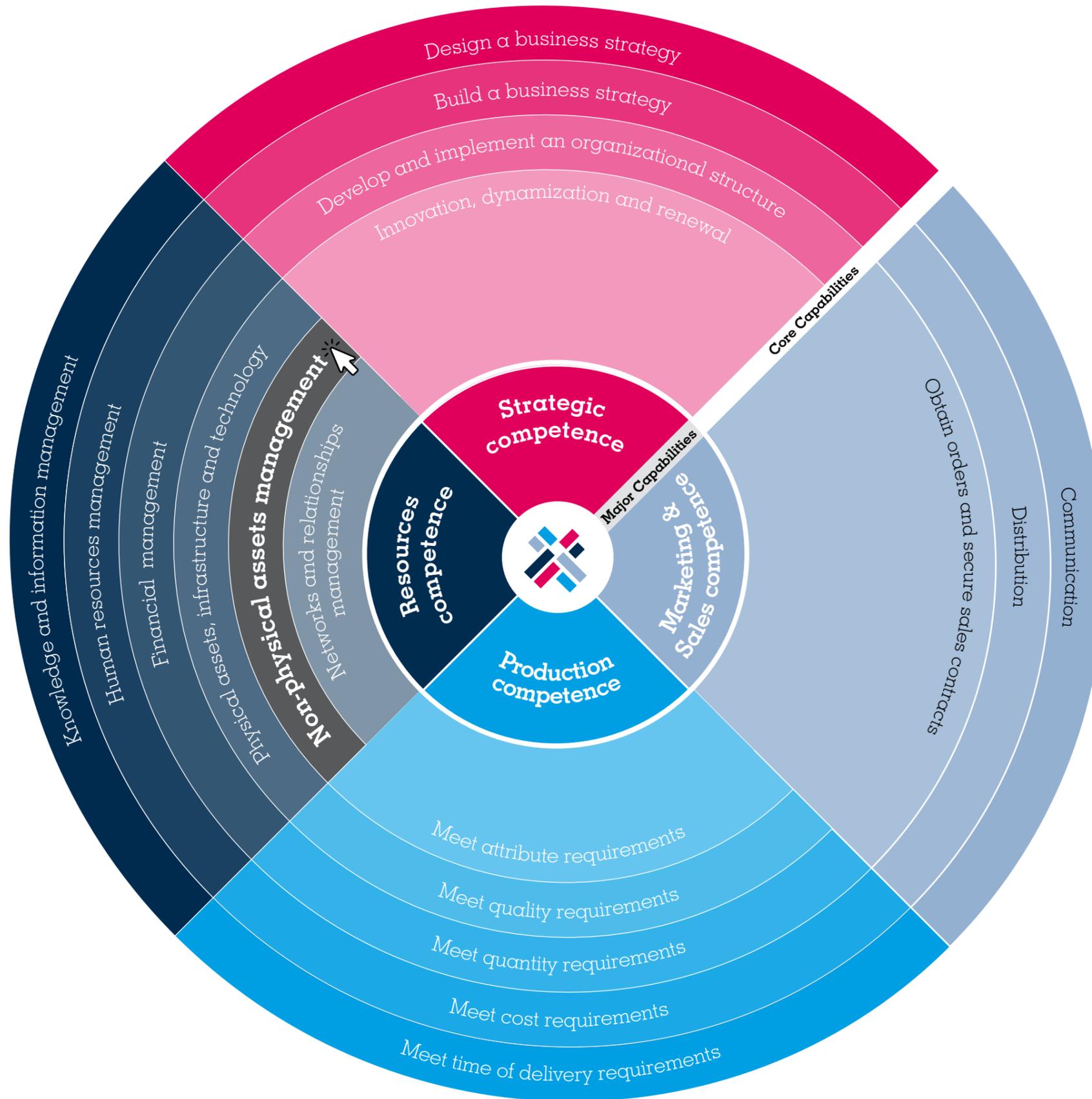
Physical assets, infrastructure and technology management

### Microfoundations

To effectively structure, bundle, and leverage firm resources.

- Planning and scheduling resources effectively
- Managing assets risks - Insurance
- Use and adapt information and communication technologies (ICT)





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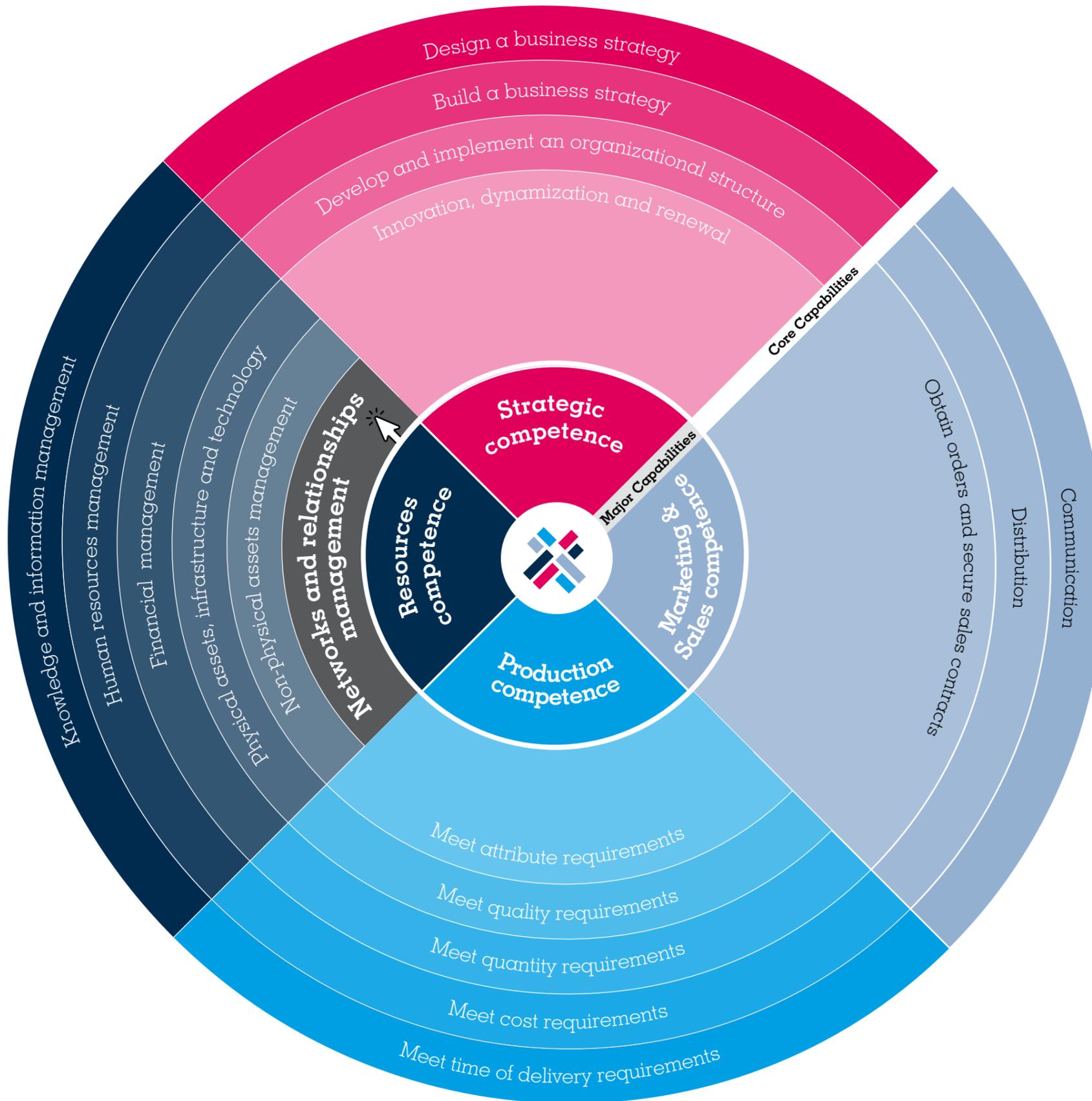
Non-physical assets management

### Microfoundations

To ensure intangible assets are protected and add value to the business.

- Registration of Intangible Assets: intellectual property, copyrights, patents, trademarks and trade names
- Managing and protecting electronic digital assets (databases, software, etc) - Cybersecurity
- Goodwill and how it affects your brand's value (includes Public Relationships and Public Image)





## Resources competence

Networks and relationships management

### Microfoundations

To manage (initiating, expanding, maintaining, reducing, and ending) relationships to different types of counterparts, including customers, suppliers, competitors, and others. Creating trust and handling conflicts in relationships, and how these influence the company's value creation, innovativeness, and productivity.

- Implement Customer and Supplier relationships management (CRM & SRM) systems (including the team, the software, and Monitoring and Evaluation process)
- Managing relationships with different types of counterparts (other than customers and suppliers)
- Activeness and membership of business associations

