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**Babil –Business Information Center**

 **Strategic Plan**  
**2012-2015**

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## CONTENTS

### 1.0 Executive Summary

- 1.1 Organizational History and Structure
- 1.2 Vision , Missions and Values

### 2.0 Situation Analysis

- 2.1 External Environment Analysis ( PESTEL Analysis)
- 2.2 The organizational Internal Environment Analysis ( SWOT Analysis)

### 3.0

### 4.0 Goals and Objectives

- 4.1 Goal (1) with Objectives
- 4.2 Goal (2) with Objectives
- 4.3 Goal (3) with Objectives

## 1.1 Organizational History and Structure

The Babylon governorate is the largest Iraqi province in the middle of Iraq. It lies 100 km to the southwest of Baghdad. It lies between four governorates Bagdad, Karbala, Najaf, and Diwania. It lies in the middle of Iraq and its important location makes it to serve all governorates near it. The population of Babylon is the second largest number in Iraq. There are many important factories in Babylon like Hilla boucle factory, Al-Sadda cement factory and Al-Forat Chemical factory and others. ~~It~~ is the most important economical province in the middle of Iraq. Throughout the province, small and medium enterprises (SME) ~~are~~ beginning to develop which includes unique services such as contracting firms and export/import companies.

Babil-BIC was established on 2008 under the umbrella of the Babil Chamber of Commerce. Since its establishment, our center has been providing the entrepreneurial community with various services which are so essential to create a stable and successful commercial community that can be able to adopt new and modernized methods in managing businesses, keep pace with the development of the global market, and be able to use technical devises such as computers and the internet to support their business operations and communicate with their international partners.

## 1.2 Our Vision , Mission and Core Values

### Vision

Position BIC as the major Business development partner for government , private sector and development agencies stakeholders in Babylon province

### Mission

Create vibrant by providing market led and demand driven Business Development services including training , Business counseling , market information and undertake Business enabling environment improvement initiative

Core values are

1. **critical to economic growth .**
2. **A major factor in Iraq becoming competitive in global market .**
3. **create jobs for every one at the grassroots level .**
4. **building Iraq's future.**

## 2.0 Situation Analysis

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### 2.1. The External Environment

1. Technology: Local businesses are in the early stages of learning how to use modern technological devices to improve their businesses; few number SMEs owners can use computer and internet.

BABIL-BIC opportunities:

- client receive training to help improve their Business
- clients receive counseling and assistance in obtaining financing
- new jobs are created and retained
- Business are created and expanded .
- Conduct computer training courses

2. Economy: there is a big chance.

BABIL-BIC opportunities:

- Financial counseling & linkage withy financial institutions .
- Trade fairs
- Employment center for unemployed youth
- Seminar and round table for improving business Enabling
- Provide other business services to local entrepreneurs start new businesses and expand existing operations

2.2. The Organization’s Internal Environment

SWOT Analysis

<p>Strengths</p> <ol style="list-style-type: none"> <li>1. There is very good training staff.</li> <li>2. There are different requirements like building, computers and other equipment.</li> <li>3. networking with banks and financial institutions.</li> <li>4.Ability for different activities, workshop, trainings, feasibility studies, economical studies, .</li> <li>5.various services such as seminars feasibility studies ,economic conferences and trade fairs</li> </ol>	<p>Weaknesses</p> <ol style="list-style-type: none"> <li>1. chamber effect on decisions make which it belong to BIC</li> <li>2. partial work for some BIC staff, no women staff exist in BIC</li> <li>3. lack in various media promotion which it belong to BIC</li> </ol>
<p>Opportunities</p> <ol style="list-style-type: none"> <li>1. Support by Babil-COC.</li> <li>2. Support by UNOPS.</li> <li>3. Relationship with USAID-TIJARA.</li> <li>4. Increase the needing of feasibility studies and other activities.</li> <li>5. growth in the number of financial</li> </ol>	<p>Threats</p> <ol style="list-style-type: none"> <li>1. bad security situation</li> <li>2. infrastructure deterioration in province</li> <li>3. no serious support from government</li> </ol>

institutions.	<p>to private sector or change legislations</p> <p>Lack in data base for micro and medium finance on formal and not formal institutions</p> <p>4. unconcern from stakeholder for service importance against payment, even there are many organizations offer the services in free fees</p>
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3.0 Goals and Objectives **The table below shows our sales for the next three years:**

The Activity(Fee-Based)	2012	2013	2014
Computer training course	\$3,500	\$4,100	\$7,000
Feasibility Studies	\$7,200	\$10,200	\$12,000
Translation	\$2,400	\$3,000	\$4,800
Legal and commercial consultancies	\$2,400	\$4,800	\$6,000
Hall Renting	\$1,200	\$2,400	\$4,800
Business Directory	\$10,000	\$20,000	
Other demand driven Services (Focus group sessions, Job Placement)	\$3,000	\$6,000	\$9,000
Mostaqbal program	\$ 159,000	-	-
Internet Services	\$ 3,500	\$7,000	\$10,000
Language learning Center	\$1,150	\$2,350	\$3,500
Marketing Services Center	\$6,000	\$12,000	\$18,000
Outdoor advertising services	TBD	TBD	TBD
Access to finance	\$15000	\$16000	\$16500
Books Keeping	\$12000	18000	\$22000
Website designing services	\$25000	\$32000	\$37000
Budget preparation course for companies owners	\$24000	\$28000	\$32000
Electronic commerce courses	\$15000	\$22000	\$28000



**Goal #1-- The BABIL-BIC will support enterprise formation and growth in Babil Province.**

**Strategic Objective 1.1: Improve existing business**

**Strategic Objective 1.2: Increase number of business**

Implementation strategy: the principal program that the BABIL-BIC will implement in 2012<sup>4</sup> to accomplish these two strategic objectives will be the Iraqi Youth Initiative, including the YEAF and YEP components, through the end of the program, anticipated for April 2012.

Activities: we will accomplish these objectives by carrying out the following activities:

- 1) Training – Conducting 2 training programs per month for young entrepreneurs on “How to Start a Business” ( how to improve your Business )
- 2) Counseling – providing following counseling or advisory services to help young entrepreneurs develop their good business plans
- 3) Access to finance – assist IYI participants in completing loan applications and getting loans from local MFIs or banks.
- 4) Trainer certificated from UNOPS

Resources: The financial resources required to implement these activities will be provided through grant funds from the USAID-Tijara IYI program. May UNOPS in future

**Strategic Objective 1.3: Help local SMEs expand sales**

Implementation strategy: The BABIL-BIC will launch a new program to provide marketing and advertising services to local entrepreneurs

Activities: the activities the BABIL-BIC will carry out to help local SMEs expand their sales will include the following:

- 1) Training of how to improve your business.
- 2) Different consultancies in this provision.
- 3) Training in how to start your Business

**Strategic Objective 1.4: Help improve the business and investment environment in Babil Province in order to generate more business and employment opportunities in the province**

**Goal #2 -- Becoming financially sustainable**

**Strategic Objective 2.1:** Diversity our sources of funding from donor organizations to support private sector development and training programs

Activities

Training

- Generate your Business idea
- Start your business
- Improve your Business
- Market led & demand driven specialized program
- Computer Training (general or International Computer Drivers License)

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Counseling

- Financial counseling & linkage with financial situations
- Market information
- Value chain Analysis
- Feasibility studies

Specific initiation

- Employment center for unemployed youth
- Trade fairs
- Business Directory
- Seminars and round tables for Improving Business