



# Developing Business Competitiveness : Analysis, Training, Coaching and Implementation

## Mandate

Enterprise Madawaska is an economic development agency that supports the businesses it serves. One of its objectives is to develop business competitiveness within the context of continuous improvement by focusing on supply chain, business [strategies](#) supported by action plans, development of management skills, the adoption of new technologies, [marketing](#), go-to-market and [project management](#).

## Solutions implemented

The SIM team mandate was to perform a general analysis of the participating companies. After analysing the companies involved, SIM produced a summary of the training and [coaching](#) requirements, in terms of management systems, to be implemented in the second phase of the project.

Training courses were given in groups, as shown in the following table:

<b>Training group</b>	<b># companies</b>
<a href="#">Performance indicators and dashboard</a>	10
<a href="#">Cost and performance measures</a>	10
<a href="#">Business strategy</a>	10
<a href="#">Value-added production</a> (LEAN)	10
<a href="#">Marketing strategy</a>	10
<a href="#">Analyzing financial statements</a> and <a href="#">budgetary control</a>	10
<a href="#">Problem-solving</a> techniques	10

There was a total of 19 training days.

All the business leaders demonstrated a keen interest in developing their staff and wanted to implement proven techniques to increase the quality of their products and services. The SIM team of experts supported (coached) and implemented the management and production techniques necessary to achieve quality in accordance with market demands.

The companies involved in this project were:

- Érablière de la montagne verte Inc.;

- Fiready Inc.;
- Fenêtres Unique Inc.;
- Fraser Specialty Products Inc.;
- G.L. Machine Shop Inc.;
- Grand Falls Milling Co.;
- Lattes Waska Inc.;
- Prima Innovations Inc.;
- Computech Inc.;
- Imprimerie Excel Inc.;
- Gagnon Ornamental Inc.;
- AGB Products;
- M & M Services Inc.;
- Beaulieu Mechanical Inc.