Abstract

Prof. Dr. Rasha Abd ElAziz Youssef Shalaby

Developing a Business Model to Help SMEs Implement an Effective Supply Chain using Unified Modeling Language

Purpose: The purpose of this paper is to develop a business model using analytical tools to generate quantitative evidence of the benefits of implementing an effective supply chain to assure the success of the organization in a highly competitive environment, limiting the scope to Egyptian SMEs. Design/methodology/approach: The study primarily uses a mixed methods approach including semi-structured interview that was conducted to Egyptian SMEs and the data collected we reanalyzed using the Unified Modeling Language technique which provides an effective object oriented modeling tool that could be an appropriate analysis tool in the SMEs that operate in Egypt. Findings: The analysis showed how the supply chain was defined by Egyptian SMEs it also mapped the current performance of the supply chain in order to understand the process’s characteristics and capabilities. The result shows the obstacles and constrains facing the supply chain of the SME. Originality/value: Many SMEs in the Egyptian environment will be impacted as this research develops a model that suits them. The use of a Case Study approach with an object oriented tool, namely UML, makes this a thorough investigation that helps decision makers in Egyptian SMEs make better informed decisions. SMEs do not use the object oriented techniques in evaluating their problems, although it is very useful in analyzing the case study and modeling the current situation of the supply chain.