

Abstract

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Business Process Management in Small-Medium Enterprises: The Service Industry

Current business environment is mostly characterized by rapid changes, severe competition, and also high customer turnover in some cases. For an organization to remain competitive, whether it is providing a product a service, it must always sustain response for customers' changing demands as quickly as possible. In other words, being agile is considered a key competitive advantage for organizations nowadays. This is derived from the fact that if customers are not receiving what they want rapidly, accurately and hassle-free, even extraordinary offerings will not be able to compensate the customers being annoyed and eventually this would ruin the firm's financial performance. Examining business processes helps the organization to find out bottlenecks, get rid of duplicate activities, merge related activities, and to recognize smooth-running processes. To remain competitive, organizations must optimize their business processes by ensuring that each process is done in the most effective and efficient way that would help it to achieve its goals. Sustaining a full control over business processes would likely enable organizations to maintain continuous process improvement. Modelling and analyzing business processes would considerably help an organization to address and understand its business processes more effectively and efficiently. In this context, process modelling is one of the most cost-effective and rewarding ideas to come along in years. That is simply because process modelling enables organizations to visualize and understand the inter-functional processes, as well as each process effect on the other, and thus helps it identify the processes needed for improvement.