

Abstract

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A business process typically crosses the borders of organizational departments and even companies. Thus, business processes are complex artifacts that challenge managers in their efforts to properly manage them. Against this background, business process models are key artifacts to represent how work is performed in organizations. There is a great deal of concern among different developing economies including Egypt, that SMEs' potentials are not fully utilized although they dominate these economies, and claim to contribute to their success. The question often asked is what challenges are preventing those SMEs from performing efficiently. This research focuses on examining the issues regarding SMEs in Egypt, and assessing whether Business Process Management particularly Business Process Re-engineering, would help enhance the organization's performance for particularly service-providing SMEs and explore the effectiveness of modelling business processes in identifying the areas needed for improvement. Process modelling is used to capture the current situation of a small-sized marketing agency in Egypt, and accordingly problem areas and deficiencies are identified. As a result, needed improvements were realized and recommended for the organization paving the way for the 'to-be' situation, which highlights the importance of adopting BPM in service-providing SMEs