

The importance of small and medium enterprises as one of the country's pillars for creating job opportunities for graduates in the fields of applied arts in application of the Singapore experience.

Asst. Prof. Dr. Marwa Ahmed Sadek

Assistant Professor, Department of Ceramics and Glass, Faculty of Applied Arts, Badr University

dr.marwa.sadek@gmail.com

Abstract

The Egyptian economy is one of the more diversified economies in the Middle East tourism, agriculture, manufacturing and services sectors all contribute with semi- equal ratios to the gross national product. Egypt 's current social and political transformation poses historic challenges and opportunities for its economic development and growth. The lack of employment opportunities, particularly for youth under the age of thirty-five, has been cited as one of the principal causes of the Egyptian revolution and the country's political unrest, which has taken its toll on the Egyptian economy. With political uncertainty and economic slowdown, there is an ever more urgent need to create jobs for young Egyptians. Unemployment has reached its highest level, particularly among women and youth in Upper Egypt, at 13.4% in 2013. (Central Agency for Public Mobilization and Statistics), Micro, small and medium enterprises (MSMEs) are the backbone of any economy, Small and Medium Enterprises (SMEs) play a major role in most economies, particularly in developing countries. SMEs account for the majority of businesses worldwide and are important contributors to job creation and global economic development. They represent about 90% of businesses and more than 50% of employment worldwide. Formal SMEs contribute up to 40% of national income (GDP) in emerging economies These numbers are significantly higher when informal SMEs are included.

Keywords

Small and medium enterprises, applied arts, Singapore

الملخص

التعرف علي الخصائص والمميزات للمشروعات الصغيرة والمتوسطة وتوجيه فكر الدارسين لاهميتها في محاولة القضاء علي البطالة وتحقيق الرفاهية الاقتصادية تطبيقا علي مجالات الفنون التطبيقية المختلفة

- اهداف البحث :** - دراسة المشروعات الصغيرة والمتوسطة من حيث تعريفها ودورها في التنمية الاقتصادية .
- خلق مجالات للتعاون ما بين المؤسسات الصغيرة والمتوسطة والجامعات والقطاع الخاص
 - الوقوف علي تجارب ناجحة في مجالات المشروعات الصغيرة والمتوسطة (دولة سنغافورة)
 - التعرف علي جهود الدولة في دعم المشروعات

الكلمات المفتاحية

المشروعات الصغيرة والمتوسطة – الفنون التطبيقية – سنغافوره

Introduction

The Egyptian economy is one of the more diversified economies in the Middle East tourism, agriculture, manufacturing and services sectors all contribute with semi- equal ratios to the gross national product. Egypt 's current social and political transformation poses historic challenges and opportunities for its economic development and growth.

The lack of employment opportunities, particularly for youth under the age of thirty-five, has been cited as one of the principal causes of the Egyptian revolution and the country's political unrest, which has taken its toll on the Egyptian economy. With political uncertainty and economic slowdown, there is an ever more urgent need to create jobs for young Egyptians.

Unemployment has reached its highest level, particularly among women and youth in Upper Egypt, at 13.4% in 2013. (Central Agency for Public Mobilization and Statistics), Micro, small and medium enterprises (MSMEs) are the backbone of any economy, Small and Medium Enterprises (SMEs) play a major role in most economies, particularly in developing countries. SMEs account for the majority of businesses worldwide and are important contributors to job creation and global economic development. They represent about 90% of businesses and more than 50% of employment worldwide. Formal SMEs contribute up to 40% of national income (GDP) in emerging economies These numbers are significantly higher when informal SMEs are included. According to our estimates, **600 million jobs** will be needed by 2030 to absorb the growing global workforce, which makes SME development a high priority for many governments around the world. In emerging markets, most formal jobs are generated by SMEs, which create 7 out of 10 jobs. However, access to finance is a key constraint to SME growth, it is the second most cited obstacle facing SMEs to grow their businesses in emerging markets and developing countries. An example of this is the country of Singapore, which was able to develop its economy to become the third largest economy in the world

Research problem:
Identify the characteristics and advantages of small and medium enterprises and direct the students' thoughts to their importance in trying to eliminate unemployment and achieve economic well-being in application to the various fields of applied arts.

Research objectives: - Study small and medium enterprises in terms of their definition and role in economic development.

- Creating areas of cooperation between small and medium enterprises, universities and the private sector

- Identifying successful experiences in the fields of small and medium enterprises (Singapore)

- Identifying the state's efforts to support projects

Keywords: - Small and medium enterprises - applied arts – Singapore

Small and Medium-sized Enterprises: Local Strength, Global Reach

What are SMEs?

Small Medium Enterprises (SMEs) play avital role in economic development of many countries around the world especially the developing countries as they contribute in terms of economy and employments are defined differently by each nation according to its economic development phase and social environment The standards vary from one country to another because of their varying potential, capabilities, economic conditions The evaluation of the size of the project may vary within the country itself, depending on the stages of growth in the country's economy

and its economic and social conditions such as the nature of the factors of production, the quality of the traditional handicraft industries before the modern industry, the population density, the availability of the labor force and the level of rehabilitation, Income, and other economic and social aspects that determine the characteristics and nature of existing industries. (Tamer 2018). SMEs are defined as non-subsidiary, independent firms which employ fewer than a given number employees. This number varies across national statistical systems. The most frequent upper limit is 250 employees, as in the European Union. However, some countries set the limit at 200 employees, while the United States considers SMEs to include firms with fewer than 500 employees. Small firms are generally those with fewer than 50 employees, while micro-enterprises have at most ten, or in some cases five, workers. Financial assets are also used to define SMEs. In the European Union, SMEs must have an annual turnover of EUR 40 million or less and/or a balance-sheet valuation not exceeding EUR 27 million.

SMEs definition according to the LAW 41 (2004) called the small enterprise development law for small enterprises which defines SMEs according to capital and employment:

A small enterprise is any enterprise whose capital is more than fifty thousand Egyptian pounds and less than one million Egyptian pounds employing less than fifty employees, and a medium enterprise is any enterprise whose capital is more than one million Egyptian pounds and less than five million Egyptian pounds employing less than hundred workers.

- The Egyptian central bank defines a small enterprise in terms of capital and turnover. A firm is considered to be an SME if its capital is not less than fifty thousand and not more than five million Egyptian pound and its annual is more than one million and is less than twenty million Egyptian pounds.

The world bank is one of the most important institutions that support SMEs in Egypt and in all developing countries, it defines SMEs in terms of employment and turnovers, no matter what capital is, a firm is to be considered a small one when it employs from eleven to fifty employees, and its annual sales is from three to fifteen million dollars, while it is considered to be medium enterprise if it employs from fifty to three hundred employees and the annual total sales is between fifty million to hundred million dollar.

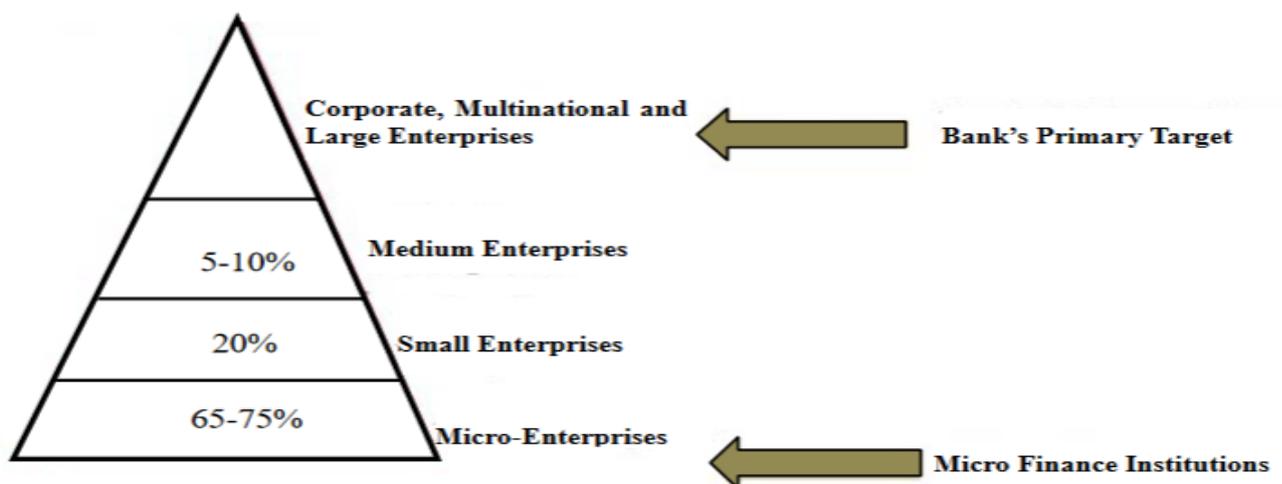


Figure 1 Business Landscape in Non-OECD Countries

Source: OECD, 2011.

The Importance of SMEs in Economic Development:

SMEs play a vital role in the industrial modes of developed and developing countries in the present global economy. They are concerned as the most dynamic ventures in the global economy and play a vital role in developing the human well-being of any country. According to recent evidence, SMEs account for 90 percent of ventures and employing about 60 percent labor force in the world (Munro 2013) the role of SMEs in expanding local development is more vital to eradicating poverty, inequality, and unemployment in rural sectors as SMEs support people to fulfill their basic needs and help for marginalized groups, including the disabled, female household heads, uneducated people, and rural families (Fiseha and Oyelana 2015). SMEs encourage inclusive and sustainable economic growth and reduce inequalities, by engaging in favor of the United Nations Sustainable Development

Goals (Fonseca and Carvalho 2019). The most significant fact is that SMEs benefit the economy of its capacity for utilizing local resources such as the local raw materials, generation of local savings, supply chances for self-employment, and chances for training semi-skilled laborers via apprenticeship (Asare et al. 2015). In the production sector, SMEs play a vital role as specialist suppliers of components, parts, and assemblies for large-scale firms because SMEs manufacture such necessities at a lower price that is cheaper than the cost of the same product when produced by larger firms (Singh et al. 2008).

Global Challenges of SMEs:

MSME sector development in Egypt is held back by numerous challenges related to the regulatory environment, financial infrastructure, financial institution lending capacity, enterprise management skills, enterprise creditworthiness, liquidity of the financial intermediaries and the availability of risk-sharing instruments

Scholars have studied various types of challenges faced by SMEs in developed and developing economies in the economic globalization era. Among them, the literature has highlighted the question of capital instability, innovativeness, regulatory licenses axes, workers' rights, and competitiveness three competitive challenges, namely the global challenge, sustainability challenges, and technological challenge, were noted in a viewpoint of business management. the review first categorized the global challenges into eight thematic areas by applying content analysis techniques to the selected literature. They are: (1) the market competition, (2) global capital and economic crisis, (3) information communication technology, (4) MNCs, (5) transnational corporations, (6) international terrorism and religious conflicts, (7) international trade war, and (8) international dumping Noe et al. (2017).

The Survival Strategies of SMEs Confronting Global Challenges:

The SMEs' survival strategies in encountering global challenges were mainly centered on the fundamental theories discussed at the study's outset. In terms of the global economic crisis, demand-specific aggregate level policy intervention is needed to protect more vulnerable industries SMEs in particular in the economy. It is argued that in the crisis period, most SMEs have to suffer from demand shock because of their limited financial resources and dependence on

banks' lending, paying high interest rates. (Ozar et al. 2008).

Problems and Challenges Facing SMEs in Egypt:

Small and medium enterprises in Egypt face many problems that limit the ability to develop them. This sector is still suffering from basic obstacles such as difficulty obtaining finance and guarantees, and many other difficulties related to the inappropriate business environment, laws and regulations, poor infrastructure and banking (Mostafa 2002). For example:

Financing obstacles:

One of the main obstacles facing SMEs in obtaining funding is as follows:

The high cost of financing (lending rate) on small and medium enterprises.

The maturity of loans required by small and medium-sized enterprises (SMEs) is not suitable for banking operations, as they often require long-term and medium-term loans for construction, while commercial banks prefer short-term loans.

Institutional obstacles:

The weakness of the institutional and legislative framework is one of the most important of these obstacles. The supervisors of these establishments are often without coordination between them. Some of them have special definitions and concepts for these establishments, which are not shared by others. Although all types of projects are affected by institutional constraints, SMEs do not have the potential possessed by large enterprises to overcome or deal with this obstacle.

Organizational obstacles:

It is easy to note that these projects are linked to different entities such as the Ministry of Industry and Trade and the unions such as the General Union of Craftsmen, the Agricultural, Industrial and Commercial Chambers, the Cooperative Associations of Craftsmen, the Agricultural, the Cooperative Societies and the Localities. With the absence of direct organizational relationship between these multiple entities to form a comprehensive vision on the fate of these project.

Legal and Legislative Constraints to the Financial Sector:

Despite the high percentage of banks dealing with SMEs as customers, most of the bank loans are concentrated in large establishments and establishments that have previous relationships with banks, while SMEs do not receive the same coverage. 53% SMEs have not dealt with banks at all and have adopted other means of financing. (tamer 2018).

Marketing Constraints: Such as the sharp variation in the prices of raw materials such as the sudden rise in their prices due to market factors, which leads to higher production costs and thus the inability to compete prices, the multiplicity of commercial intermediaries and fierce competition by large companies, and the weak competitiveness of these projects, As well as the weakness of the capital needed to promote and participate in exhibitions and festivals of internal and external shopping and try to enter new markets.(tamer 2018).

FEATURES OF SMES IN EGYPT

- * Egypt is greatly lacking in medium-sized businesses.
- * Predominant low capitalization levels.

* Low Contribution to Exports.

* High Geographical Concentration

Efforts to support such enterprises in Egypt can be attributed to the following:

- Banking-Sector Reforms:

In Egypt, despite banking reforms that had been launched in 2004, the limited ability of MSMEs to easily access suitable and sufficient means of finance has always been considered a major obstacle facing these enterprises. From a supply point of view, most banks are becoming more risk averse towards SMEs, especially due to a widespread notion that financing these enterprises is risky and that serving them requires high transaction costs that make them less profitable than larger companies. The Central Bank of Egypt launched in December 2008 an initiative, as an integral part of Phase II of the Banking-Sector Reform Program (2008-2011), to enhance SMEs' access to finance and banking services. Those reforms led to robust, solid and well-capitalized banks. The number of banks decreased from 57 to 39; assets increased by 88% to reach EGP 1.1 billion in 2008 up from EGP 0.57 billion in 2003 with total deposits increasing by 85% over the same period; the capital adequacy ratio increased from 12.2% to reach 15.1%; and total net worth increased by more than 100% from EGP 32 billion to EGP 75 billion. Yet, despite the significant improvement at the macroeconomic level, there is still a challenge related to the access to finance, especially for SMEs (Hala 2012). The Central Bank of Egypt has been working on encouraging banks to lend to SMEs by allowing them lower reserve requirements if they expand their lending to these enterprises. The Egyptian Banking Institute has been training banks' staff on dealing with SMEs. Today, just under half of Egypt's banks have activity in SME banking. These include the National Bank of Egypt (the largest one), Banque Misr, Alex Bank, Suez Canal Bank, United Bank, HSBC, the Commercial International Bank, and Banque du Caire (the microfinance pioneer). The government had announced prior to 2011 that it would transform a major state-owned bank (Banque du Caire) into a lender to SMEs, but little progress had been made when efforts ceased as of Jan. 25, 2011. There has been progress, however, in registering more microfinance institutions in the credit bureau database. (Hala 2012).

Government Efforts to Enhance the Micro, Small and Medium Enterprise Ecosystem:

Prioritization of investment legislation amendments. According to the Minister of Investment, Ashraf

Salman, updating and amending the investment laws top the priorities for the Ministry of Investment

since these laws will play a big role in encouraging investments and helping to clear out many obstacles and issues that used to hinder both domestic and foreign investors. Following the meeting of the newly reshuffled council of ministers with President Abdel Fattah Al Sisi, Salman added that his ministry will be giving much attention to attracting foreign investments to enhance the economy, create more jobs and reduce the high unemployment rate.

CONSTRAINTS FACING SMES

With increased economic liberalization, it was expected that SMEs were be unable to stand the competition against the imported products in the local market.

Constraints that affect Egyptian SMEs performance negatively into:

- Internal factors that are highly subject to the enterprise control as:

Lack of skilled labor, Lack of market information Lack of modern equipment and technology
Substandard Quality.

-External factors that are outside of the enter-prizes

Globalization & Free Trade, Macroeconomic Environment, uncoordinated efforts of SMEs,
Government policies, Marketing, Finance, Taxes & Inefficient Tax Administration.

Innovation:

- The world of business dictates that nowadays the dynamic nature of most markets seems to explain why it is nearly impossible to find an industry that is not engaged in innovation (Hurley and Hult, 1998)

- Innovation can be considered as a necessary ingredient for firms to remain competitive (Darroch and sMcNaughton, 2002;). To be successful, the main task of a firm is to determine the perceptions, needs and wants of the market in order to create products with a superior value

- Innovation is a complex concept because of its multidimensionality. The degree of newness - radical or incremental - could involve changes in very different aspects of a business that can range from externally visible modifications having to do with the marketing variables used to compete to internally adjustments that affect working standards in the company (Otero-Neira C. et al., 2008). According to several Authors, there are very different types of innovations (e.g., product innovation, process innovation, or market innovation), and these types of innovation can be classified by type, degree, impact, competence, and ownership (Narvekarandjain ,2006).

- Finally, market innovation is concerned with the mix of markets of the company and how chosen markets are best served while accurately interpreting buying preferences (Johne, 1999). This directly influences the sales as well as the company results.

Definitions of innovation:

1-Joseph Schumpeter was first to define innovation in 1934. as "the creation of new combinations, that is the introduction of a new good, of a new quality of a good, or of new method of production, the opening of a new market, the conquest of a new source of supply of raw materials or half-manufactured goods, and finally the carrying out of the new organization of any industry". (Barbara ,2011).

2-"The successful production, assimilation and exploitation of novelty in the economic and social spheres" (European Commission, 1995).

3- "any idea, practice, or material artefact perceived to be new by the relevant unit of adoption" Barbara **Billiardi**, 2011)

4- while pour propose in 1991 the definition "the generation, development, and adaptation of novel ideas on the part of the firm". **Barbara Billiardi**, 2011).

In general, regardless of the definition adopted, innovation can be new products, new methods of production, new sources of supply, the exploitation of new markets, new ways to organize business.

In conclusion, it is possible to consider innovation as an idea, a practice or an object that are perceived as new by an individual or another action subject (Chiesa, 2001)

Sustainability Innovation of Products

Sustainability innovation of products reflects the practice of sustainability innovation implemented in the firm's products or packaging. The most widely practiced sustainability innovation of products by participants is eco-friendly packaging, followed by organic materials or products, eco-friendly raw materials, and healthy products (Braun and Clarke (2006).

Eco-Friendly Packaging:

“Eco-friendly packaging” is the type of product sustainability innovation that is most widely practiced by participants and participating SMEs. There are in total six SMEs that practice it. Eco-friendly materials used for packaging include paper, wood, bark, or materials obtained from recycling. For example, SME engaged in the production of therapeutic aroma and shredded paper in packaging instead of conventional packaging.

Eco-Friendly Raw Materials:

Another form of sustainability innovation products is the use of environmentally friendly raw materials in product manufacturing. In this case, there are three SMEs that use and practice this innovation. The SMEs use environmentally friendly raw materials such as pineapple fiber, organic fertilizers, and souvenirs that are replaced with plant.

Organic Materials or Products:

The next practice of sustainability innovation of products that is quite popular among the participating SMEs is the use of organic materials or products. As an example, one of the SMEs makes a beauty soap product from organic materials. The ingredients used for its manufacture are derived from plants such as saffron, chamomile, jasmine, and almonds. The soap is sold at a premium price because of its uniqueness and is often offered as gifts at weddings and other special even.

The main product of SME is clothing. This company uses organic materials to produce clothes, namely cotton. This company does not use polyester materiel, so it is more environmentally friendly, the use of organic materials or products refers to the use of raw materials from organic farming (Delate et al., 2021), which can provide a competitive advantage in the form of differentiation as well as be useful for targeting niche markets of consumers (Kahupi et al., 2021).

Healthy Product:

Another form of sustainability innovation products is the introduction of healthier products. In this case, there are two SMEs that use and practice this innovation. One SME, for example, innovates by producing tea blends by mixing original single tea with dried fruit for various health benefit. offers products to support health using a traditional medicine.

Sustainability Innovation of Processes:

Sustainability innovation of processes reflects practices involved in the process of

making the firm's products either directly or indirectly. This includes practices related to the organization, which are sometimes divided into organizational innovation and sometimes combined into the process innovation group.

SMEs are recycling, local sourcing, local employees, and providing training to the community. Other practices include homemade production technique.

Recycling:

Recycling is an important part of the sustainability innovation of processes because it contributes to a cleaner production process through the utilization of waste so that it becomes useful again. In larger businesses, recycling usually goes hand in hand with other waste management, such as improved control of liquid waste or air waste (Rohlf et al., 2021). One of the most popular sustainability innovations of processes implemented is recycling. Recycling is one of the common techniques used as part of waste handling by processing waste into something useful. There are four participants implementing this practice. Examples of this practice by the participants include reprocessing used clothes and processing organic waste to become fertilizer and animal feed.

Local Sourcing:

Focusing on purchasing raw materials or supporting materials from the local region is known as local sourcing (Niu et al., 2020).

Local sourcing usually goes hand in hand with local production. This practice is included in sustainability innovation because SMEs have a choice of decision to procure from the local area or outside the local area. On the one hand, local sourcing poses a challenge for SMEs to still be able to obtain the quality or quantity of raw materials or supporting materials according to standards. On the other hand, local sourcing provides benefits, among others in the form of economic empowerment in the local area as well as reducing emissions from transportation (Halldórsson & Kovács, 2010).

Local Employee:

If local sourcing is a policy to buy raw materials or supporting materials from the surrounding environment, local employees are process innovators by recruiting employees from the surrounding environment, with four SMEs emphasizing this practice. For example, this empowerment involves supporting farmer groups in the production process and helping local residents, including housewives and children out of school. This practice, in addition to being good for the social environment, is also good for the company. For the social environment, this practice helps them to earn income without spending high on mobility to the workplace. This kind of practice for SMEs can help reduce the potential for social conflict because the potential of human resources in the surrounding environment can be absorbed (Harsanto et al., 2018).

Training to Society:

The form of sustainability innovation practiced by several SMEs who are participants is to provide education or training to the community. This practice is innovative because it

helps increase public awareness about the existence of certain SMEs and, at the same time, provides benefits for the community in the form of increasing knowledge. Four firms implement this practice.

Homemade Technique:

Homemade techniques are usually traditional processes that can be incorporated into efforts to reduce waste so as to minimize the firm's negative impact on the environment. Waste handling is one of the key issues in the cleaner production concept and refers to activities to handle waste responsibly through efforts both before the waste is generated (e.g., a production process that can minimize waste) or after it is generated (e.g., recycling activities or managing material disposal; León-Bravo et al., 2019).

EXPERIENCE FROM OTHER COUNTRIES

There is no blue print that is adopted in all countries. No common methodologies, policies, and regulations among countries had great success in SMEs. Some countries believed firmly in providing direct support for SMEs while others had general institutions which benefited SMEs indirectly.

Some countries adopted non distortionary free market policies to enhance SMEs while others intentionally adopted distortionary policies as subsidized loans and interest rates.

The 3 key qualifications for SME* status in Singapore:

- Companies with less than \$100 million in annual turnover
- Companies with less than 200 employees on its payroll
- Local Singaporean resident must own at least 30% of the shares

*As defined by SPRING (Standards, Productivity, and Innovation Board), part of statutory board from Ministry of Trade and Industry (MTI) Singapore

According to the Singapore Department of Statistic's Singapore's Enterprise Landscape 2022 Report:

- There were 299,800 enterprises in Singapore, and SMEs made up 99% of all enterprises in the country.
- The combined SME workforce employed 71% of the total workforce in Singapore.
- Almost 20% of SMEs are foreign-owned entities.

Local SMEs contribute nearly 48% of Singapore's GDP while employing 3 out of every 10 individuals in the country. Their impact extends beyond economic growth, driving innovation, job creation, and providing high-quality goods and services at low prices in Singapore.

The important roles played by Singaporean SMEs in five key areas:

- **Sustainable economic development:** SMEs actively contribute to the long-term economic growth and stability of Singapore.
- **Job opportunities for locals:** SMEs offer ample employment prospects, enhancing the standard of living for residents.
- **Attractiveness to foreign investment:** Singaporean SMEs are highly favored by foreign investors, aiding in the expansion of the country's foreign exchange reserves.
- **Catalyst for social improvement:** SMEs promote social progress and foster innovation within Singapore.

▪ **Provision of high-quality goods and services at affordable prices:** SMEs play a vital role in delivering top-notch products and services to consumers in Singapore at competitive prices.

Singapore Government Initiatives for SMEs

Singapore stands out as one of the most SME-friendly countries in the Asia Pacific region. The government has put in place favorable tax policies to fuel entrepreneurship and foster growth. Coupled with robust economic progress leading to low unemployment and high GDP per capita, Singapore offers an ideal environment for business endeavors.

▪ **Startup SG Founder Grant** - Empowers first-time entrepreneurs to kickstart your own business by offering mentorship and up to SGD 50,000 financial assistance.

▪ **Enterprise Development Grant** – For food and retail service sectors that are seeking funding to innovate, improve, or expand overseas. This is also applicable for the Arts and Culture sector like Applied Arts.

▪ **Productivity Solutions Grant (PSG)** - Supports businesses in adopting technology to boost their operations.

▪ **Enterprise Innovation Scheme** - Designed to assist businesses in the city-state to enhance their innovative capabilities and develop groundbreaking products

▪ **Key shifts in the arts strategy:**

1. Adopting an ecosystem approach to industry development to ensure the arts sector remains sustainable for the future. This includes forging partnerships with stakeholders in and beyond the arts to build a thriving arts ecosystem.

2. Placing greater focus on audience needs so that audiences are central in all that we do. This involves growing appreciation for, participation in, and consumption of the arts at every life stage.

3. Investing in technology and innovation to lock in the gains made during the pandemic. We will support artists and arts organizations in digitalization and new ways of audience engagement.

In 2021, 180 males and 269 females obtained a bachelor's or undergraduate degree in the applied arts. In Singapore, the applied arts degree included students who graduated from industrial design courses.

▪ **Enterprise Development Grant** – For food and retail service sectors that are seeking funding to innovate, improve, or expand overseas. This is also applicable for the Arts and Culture sector like Applied Arts.

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Universities / Program Managers:

▪ Nanyang Technological University Entrepreneurship Academy

▪ National University of Singapore (NUS)

▪ Singapore Management University (SMU) Academy and UOB-SMU Asian Enterprise Institute

- Singapore University of Social Sciences (SUSS) Centre for Continuing and Professional Education (CCPE)

- Singapore Institute of Management (SIM)

Banks / Program Partners:

- Citi Commercial Bank - HSBC Singapore- United Overseas Bank sensors, and supply chain optimization, and with German Entrepreneurship Asia to support start-ups that wish to expand in Germany.

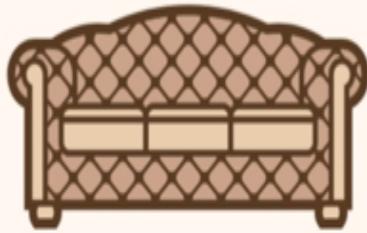
SG Arts Plan (2023-2027)

Our SG Arts Plan (2023 - 2027) is the National Arts Council (NAC)'s sectoral strategic roadmap guiding Singapore's arts and culture policies over the next five years. It brings together the collective efforts of the public, private and people sectors to respond to the opportunities and challenges in a changing world.

- 1.The arts have an important role in forging a **connected society**.
- 2.The arts play a vital role in enhancing the **dynamism and vibrancy** of day-to-day life in Singapore, so that it be a more endearing home for Singaporeans and an attractive destination for visitors.
- 3.Unlock Singapore's **creative economy** and create good jobs. Beyond technology and digitalization, the sustainability of our arts sector has to be powered by artistic talent, excellence and innovation.

First project:





ARCADIA WE DESIGN YOUR DREAM

The first platform in middle east to
present many ideas simple and
luxurious

Our company make **design and redesigning for furniture** dealing with many furnituning companies to be in a touch with us seeing many of our imagination and ideas comes true.

With arcadia ... we communicate with **people in egypt and abroad** especially on a **mobile application**

Dealing with many companies to motivate them to use **sustainable** materials in furniture designing

**Determining the Project Schedule
Activities and Predecessors**

Activity	Description	Immediate Predecessors	Time
A	Choosing the idea	Start	–
B	Gantt chart to determine the project schedule	A	1
C	Organisational structure	A	2
D	Fainancial planning	B,C	3
E	Competitor analysis	D	1
F	Markrting plan	D	2
G	Studying the mobile application details	E,F	2
H	Determine types of academic courses	G	1
I	Determining the used materials, Design styles & Establish a link with external design companies	G	2
J	launching the project	H,I	1

Table (1) project schedule

**The critical path method (CPM)
AON Network**

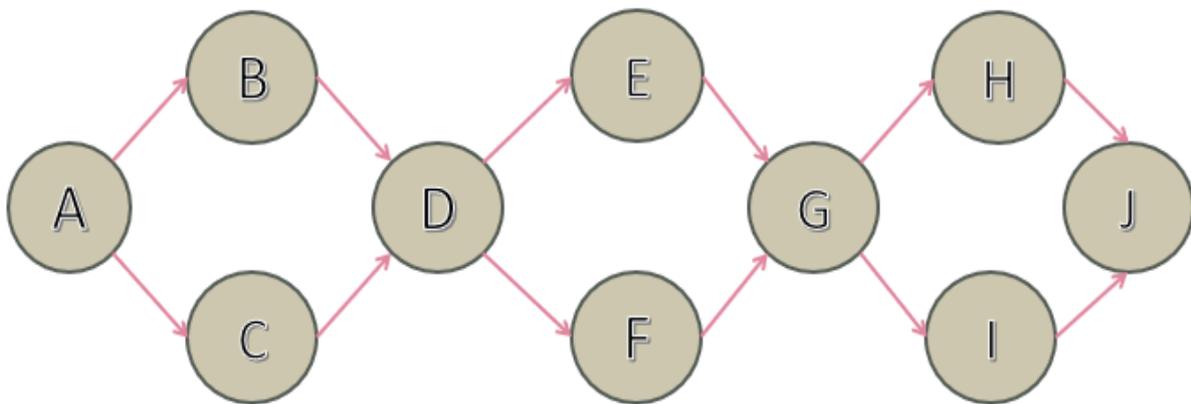
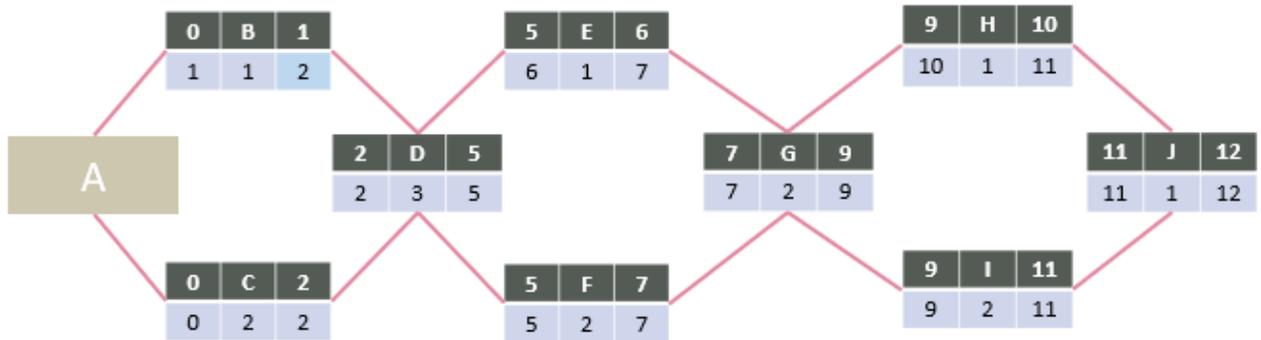


Figure (2) critical path method



The project duration= 12 Weeks.

The critical path is: C → D → F → G → I → J

ES-EF Gantt Chart

ACTIVITIES	Start	1	2	3	4	5	6	7	8	9	10	11	12
A) Choosing the idea	█												
B) Gantt chart to determine the project schedule	█	█											
C) Organisational structure	█	█	█										
D) Fainancial planning			█	█	█	█							
E) Competitor analysis						█	█						
F) Markrting plan						█	█	█					
G) Studying the mobile application details								█	█	█			
H)Determine types of academic courses										█	█		
I) Determining the used materials, Design styles & Establish a link with external design companies										█	█	█	
J) launching the project												█	█

Table (2) Gantt chart

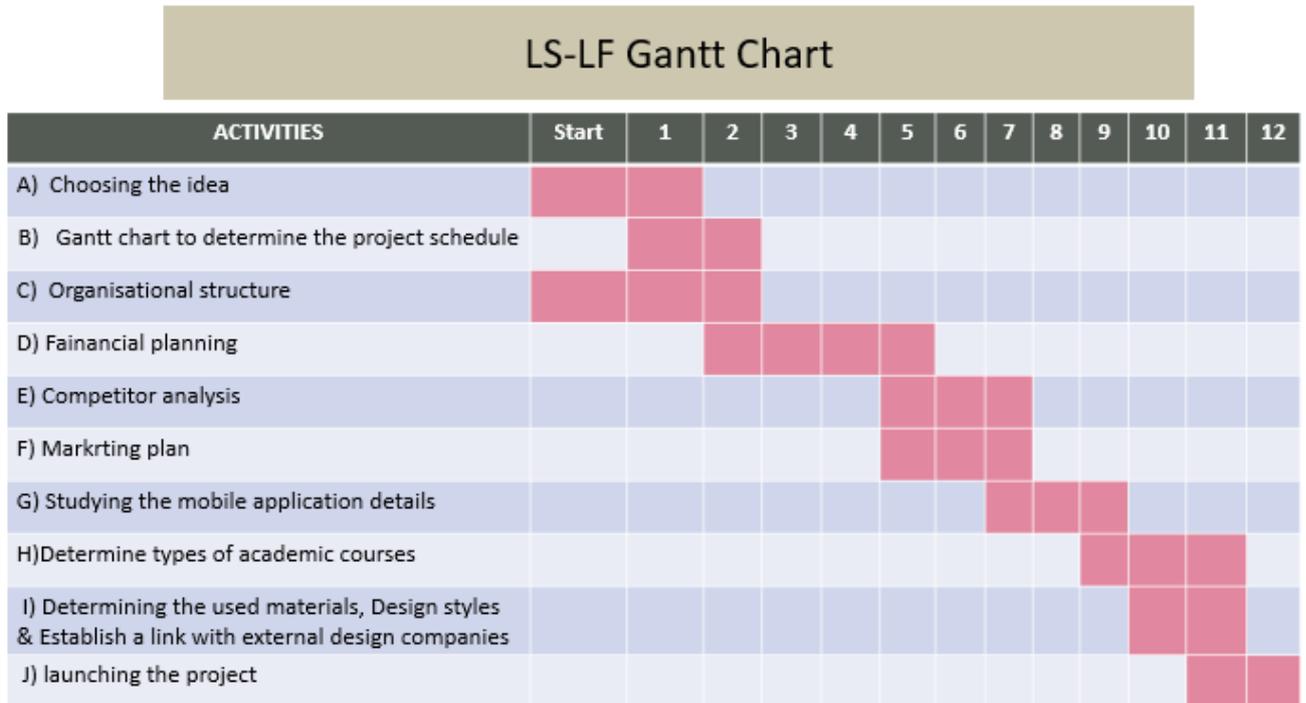


Table (3) Gantt chart

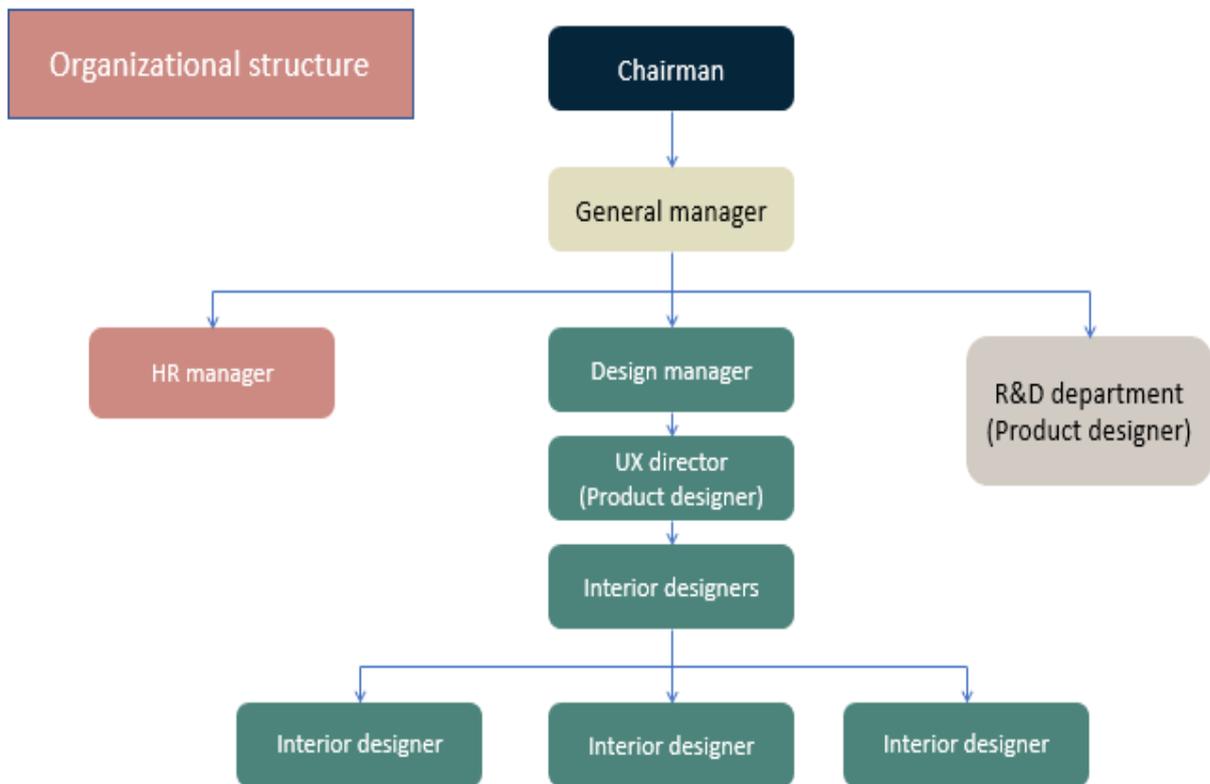


Figure (3) organizational structure

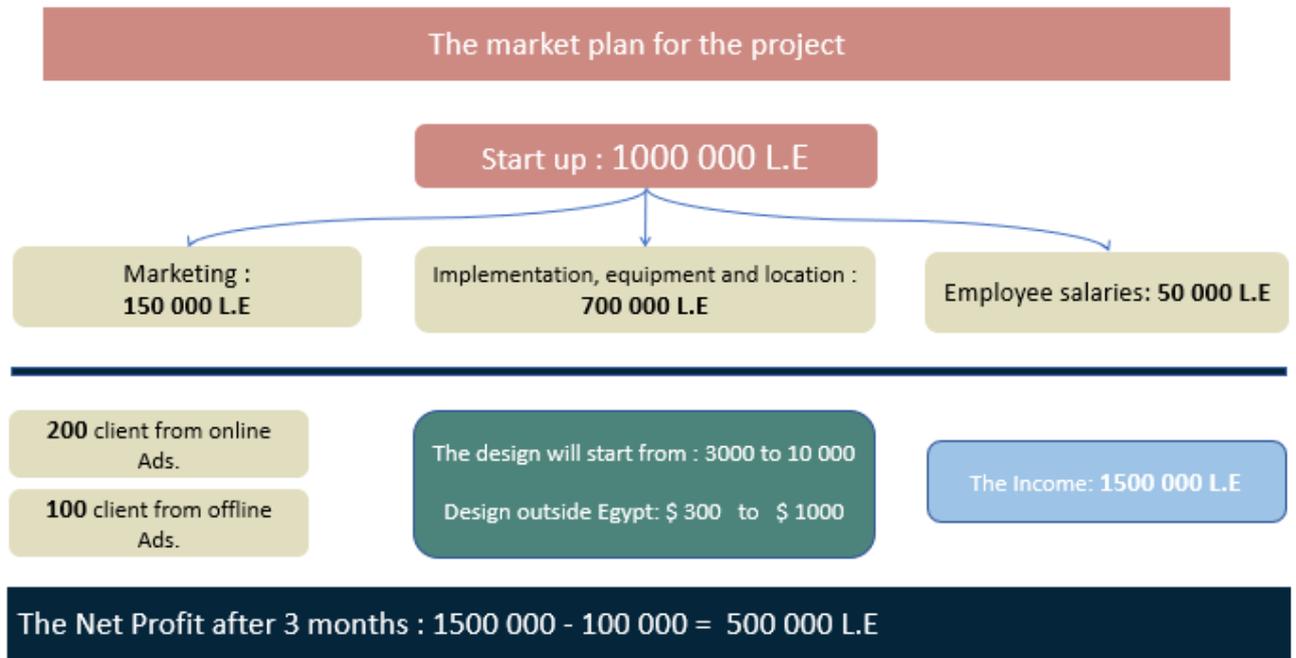


Figure (4) the market plan for the project

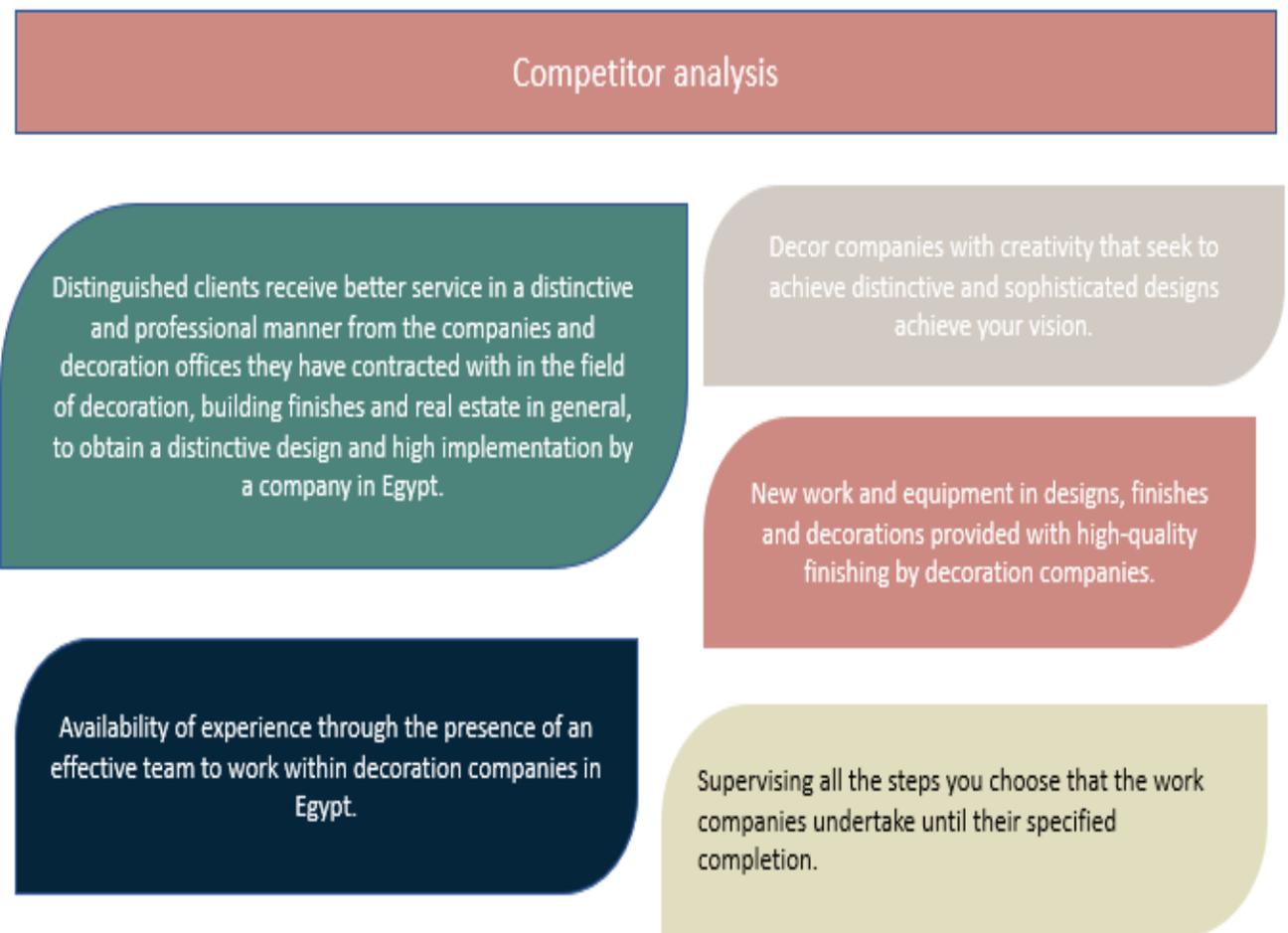


Figure (5) competitor analysis

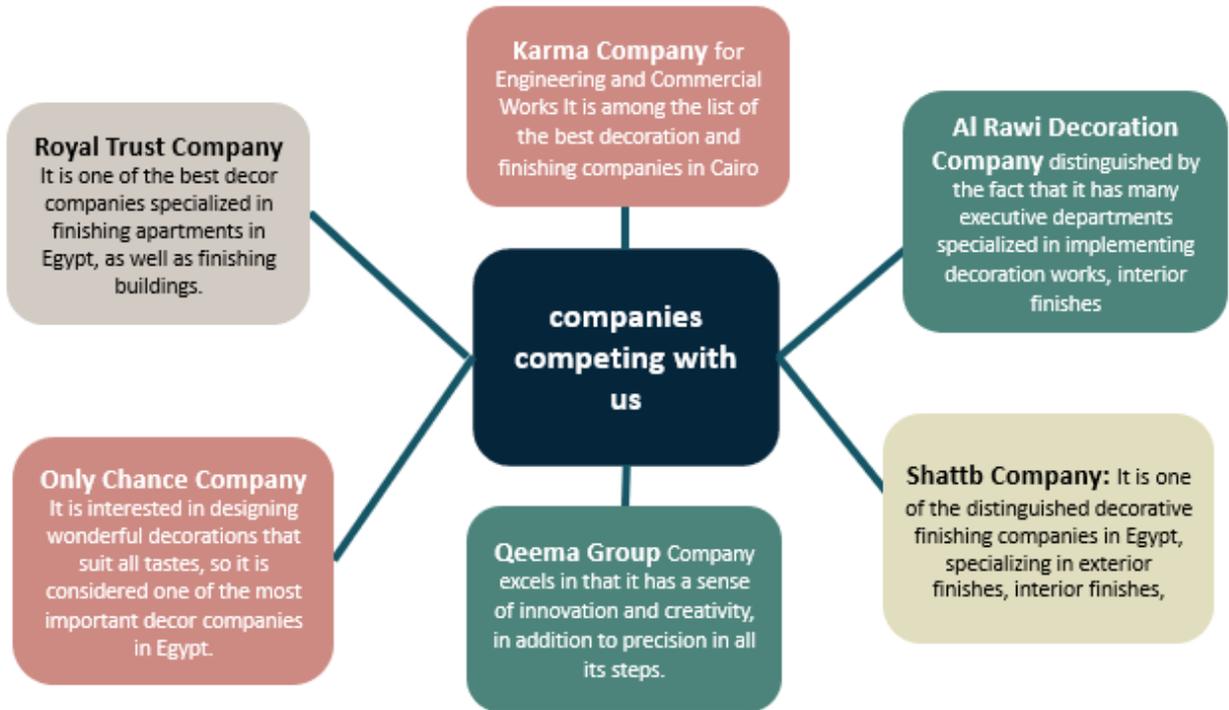


Figure (6) companies competing



Figure (7) marketing for project

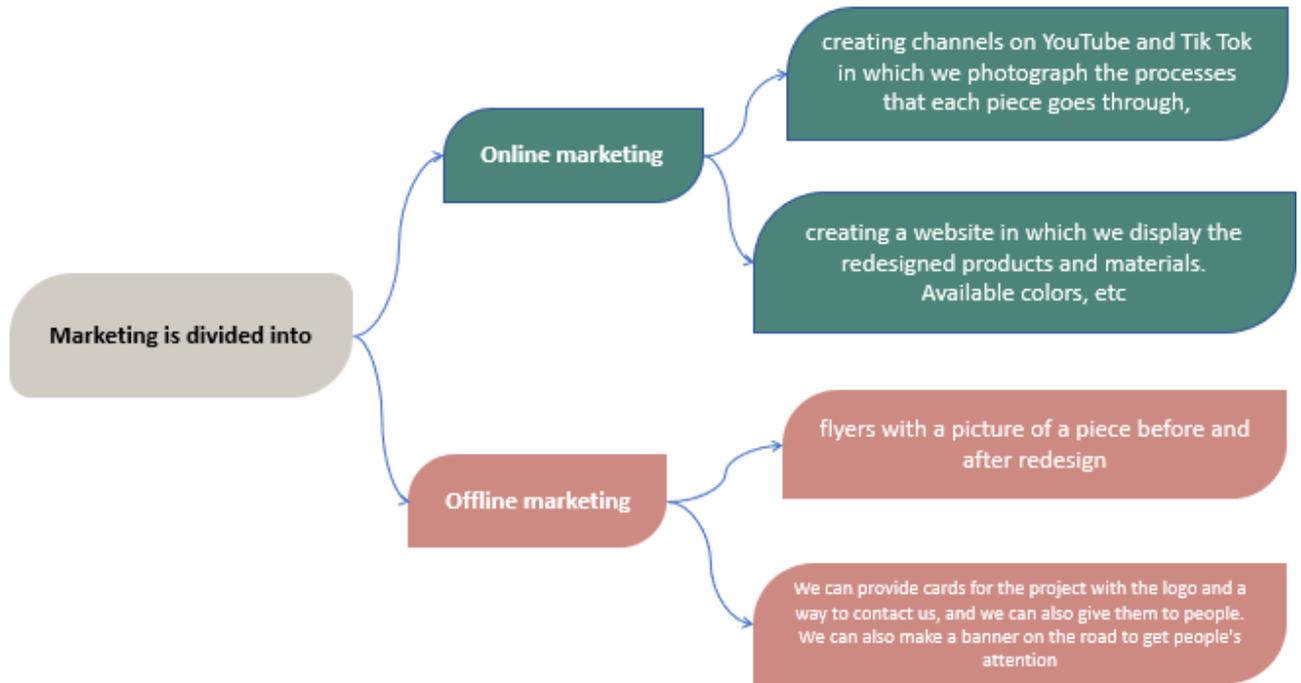


Figure (8) types of marketing

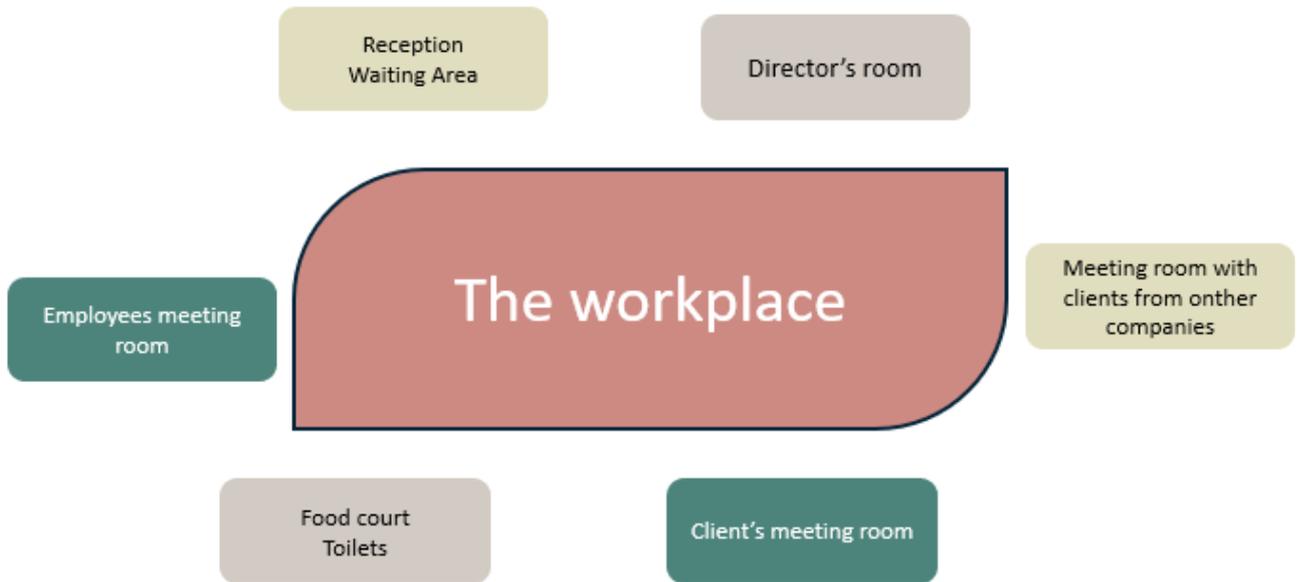


Figure (9) work place

These designs we have made by AI

Employees meeting room



Director's room



Meeting room with clients from onther companies.



Figure (10) designs by AI

Accounting room



Food court



Client's meeting room



Figure (11) designs by AI

Mobile application

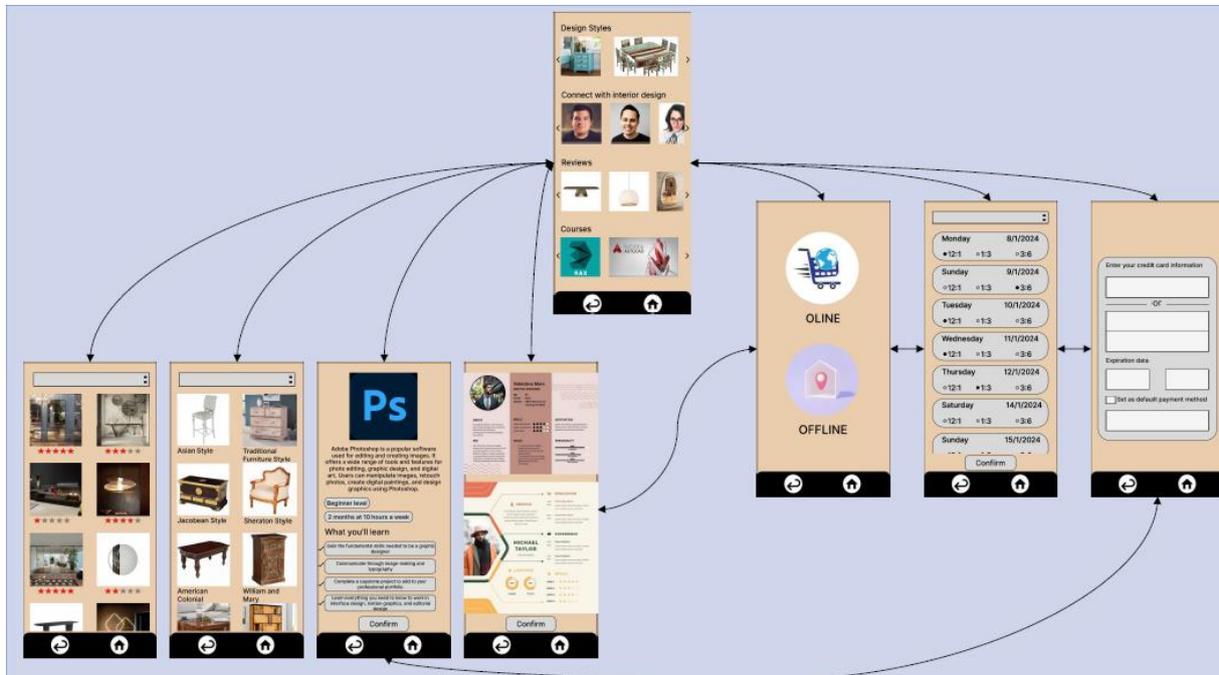


Figure (12) mobile application



Figure (13) mobile application goals



Figure (1٤) types of academic course

RECYCLED MATERIALS USED IN THE PRODUCTION OF FURNITURE

Recycling materials in the custom furniture industry is a key step towards a more sustainable future. Using recycled materials reduces the negative impact on the environment, reduces waste and conserves natural resources. As consumers, we have the opportunity to support these practices and choose furniture that is made from recycled materials. In this way, we can contribute to the preservation of the planet and the creation of a more sustainable environment for future generations.

RECYCLED MATERIALS USED IN THE PRODUCTION OF FURNITURE



Figure (15) recycled materials

Companies we can buy materials from



Figure (16) companies name we can buy materials

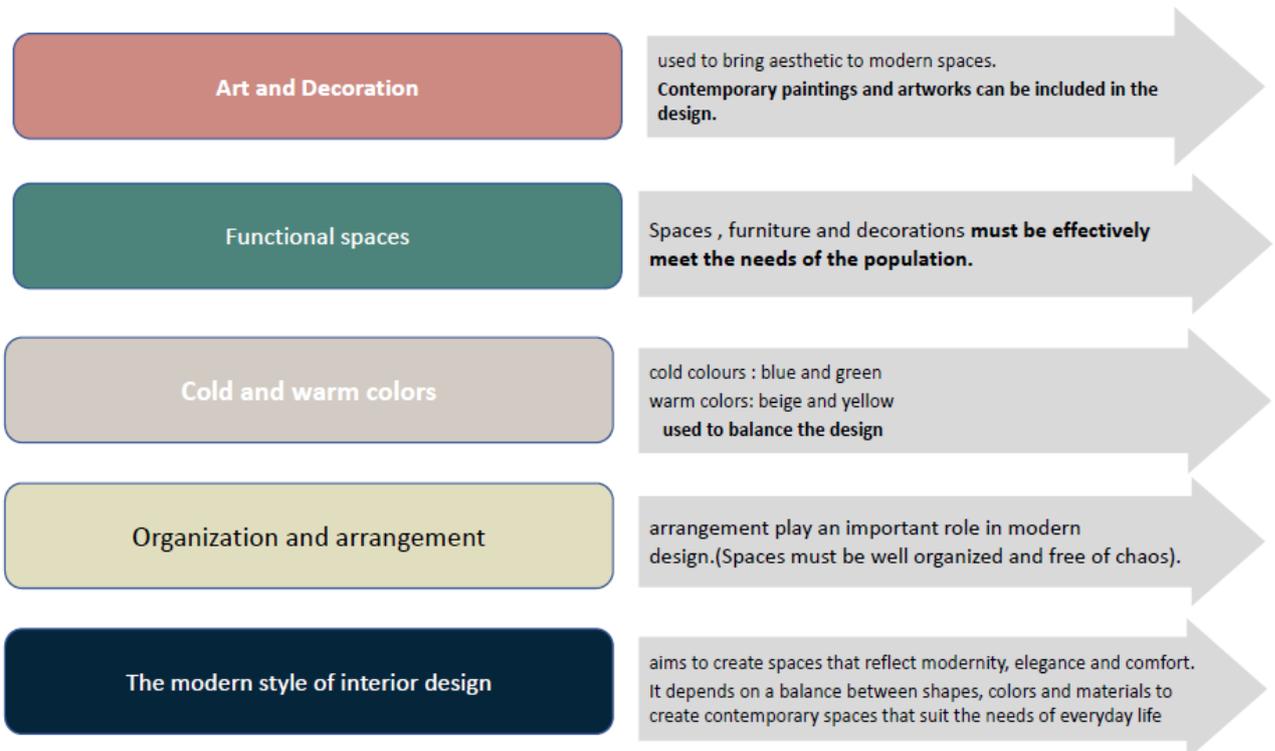
The Furniture design styles

Golden ratio in interior design:



In interior design, the golden ratio is 1:1.618 – the most pleasing ratio for objects and their aesthetics. Designers apply this ratio when choosing the layout of a room.

Figure (17) furniture design style



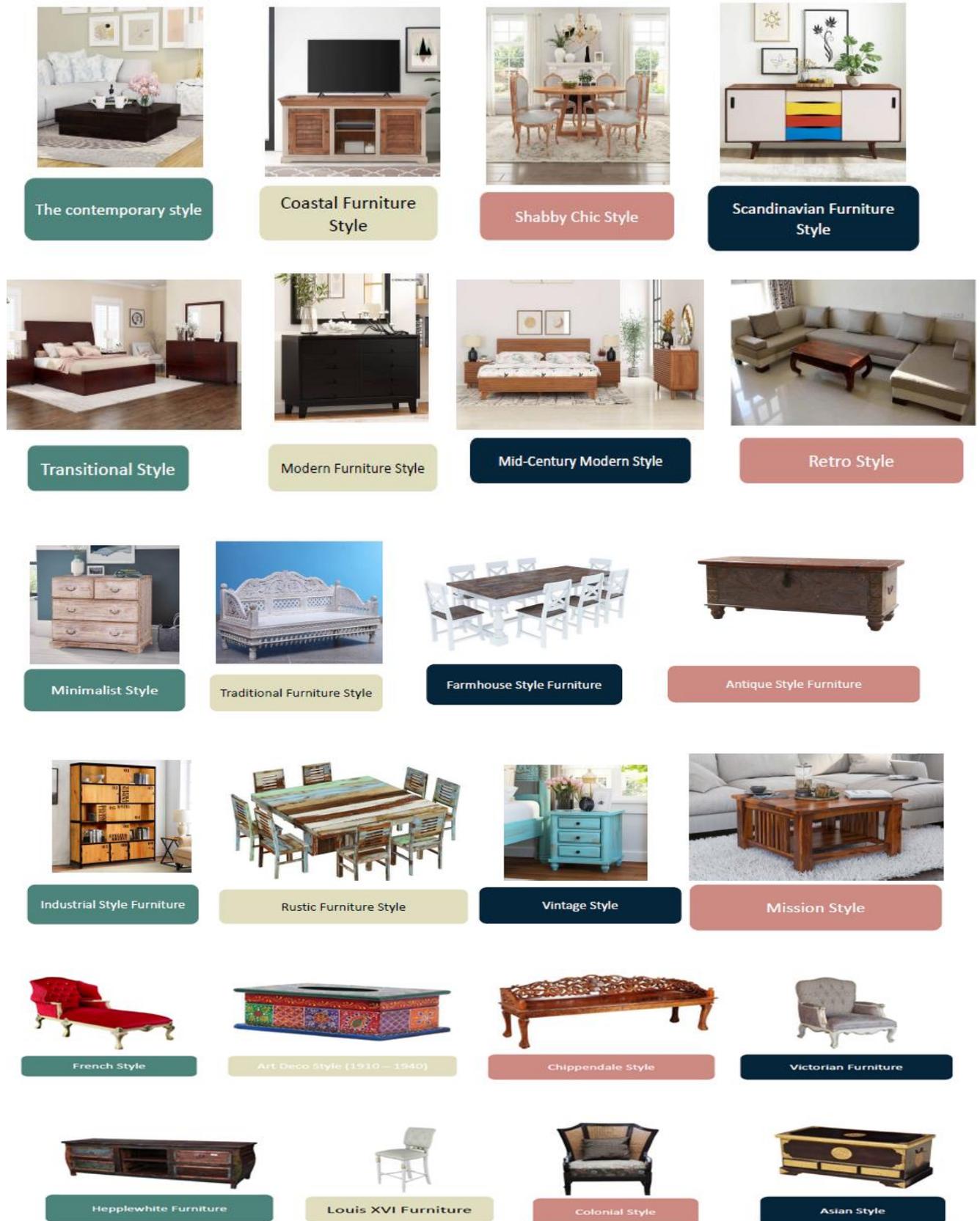


Figure (18) furniture design style

REFIND DESIGN
How to Give Old Furniture a
Modern Makeover



- Now with the the rails removed and the wine rack repaired, this piece is the perfect farmhouse piece.



- Step 2: Decide What Modern Features to Include Now that you have decided what about your old piece needs to go, it's time to consider some new, modern elements to incorporate.
- Step 3: Repaint or Refinish Old Wood Furniture When you're ready to get started, treat your piece well. Start with preparing and refinishing the wood. Strip the wood. Repair any damage or hardware holes.
- Step 4: Refinish Metal Features If you're working on metal, or keeping metal hardware: Prep by cleaning with vinegar and water, and scuff with sandpaper.

Examples of redesign:

before

after



Figure (19) example of redesign



Figure (20) summary of project

Project (2):

The project title

Macrame Art, with the use of many other materials



Figure (21) designs of macrame

The concept of the project

use threads with other materials, including glass and wood. The waste of glass, wood, and any other material can also be used to contribute to reducing pollution and giving an aesthetic appearance to any place. Macrame can also have a function besides the aesthetic appearance

The main idea of the project

reduce pollution by reusing a lot of materials and giving any place an aesthetic and functional function.



Introduction about macrame art

Macramé has been popular for centuries as a method of crafting a textile or various decorations that use several types of knots to form a basic shape. It is an easy and affordable way to add personality and decorate your home. With an infinite way of combining various types of knots, you can create both aesthetic and functional pieces.

Introduction about macrame art

Macramé is done without any tools, just using your hands. You can use macrame to create plant hangers, clothing, wall hangings, dream catchers, necklaces, bracelets, earrings, curtains, tablecloths, coasters, tassels, keychains, bookmarks, belts, etc. - the possibilities are endless. You can accentuate your pieces by adding beads, charms, seashells, etc. Once you have mastered the basic macramé knots, you can research more complicated ones or make up your own. You can use different cord sizes and colors. Material options include leather strips, cotton rope, yarn, jute, ribbon, nylon cord, and a popular hemp cord



Feasibility Study

A feasibility study is simply an assessment of the practicality of a proposed project plan or method. This is done by analyzing technical, economic, legal, operational and time feasibility factors. Just as the name implies, you're asking, "Is this feasible?" For example, do you have or can you create the technology to do what you propose? Do you have the people, tools and the resources necessary?

Feasibilit Study items

 project resource	 project cost	 Project time
 project process ,designs	 expected value	 project product

Figure (21) feasibility study items

project resource

			
<p>1.Cord/Rope: The primary material, typically made of cotton, synthetic fibers. The thickness and texture of the cord affect the final appearance.</p>	<p>2.Wooden Dowel or Metal Ring: Used as a base or support for wall hangings.</p>	<p>3.glass.</p>	<p>4.Beads: Optional embellishments that can be incorporated into the design to add texture or decoration.</p>

Figure (22) project resource

project resource

			
<p>5.Scissors: Essential for cutting cords to the desired lengths.</p>	<p>6.Tape Measure or Ruler: Useful for ensuring precise measurements.</p>	<p>7.Comb or Brush: Helps untangle and smooth out the cord strands.</p>	<p>8.Masking Tape or Painter's Tape: Useful for securing cords in place.</p>

Figure (23) project resource

project cost

BUDGET AND FINANCIL STATE: The initial budget for the project was set at £4000, covering the costs associated with research, development, and implementation. However, should the project scale up to involve mass production with different themes and styles, an estimated budget of £30,000 would be required to accommodate the expanded scope.

Project time

Project Timeline Summary (3 Months)

Month 1: Project Planning

Month 2: Implementation and Execution

Month 3: Finalization and Reporting

project designs



Figure (24) project designs ideas

Figure (26) project designs ideas

project process

1. **Gather Materials:** Collect cord or rope (natural fibers like cotton or jute are common), scissors, and a rod or dowel for hanging projects.
2. **Cutting Cord:** Measure and cut the cord into desired lengths, considering the project's size and design.
3. **Securing the Base:** Attach cords to a rod or dowel, creating the foundation for your macramé piece.
4. **Basic Knots:** Learn fundamental knots like the square knot, half hitch, and double half hitch. These form the building blocks of macramé.
5. **Design and Pattern:** Plan your design and pattern before proceeding. Visualize how the knots will create the desired shape or texture.
6. **Knotting Techniques:** Execute the chosen knots according to your design, adjusting tension for a neat and even appearance.
7. **Adding Beads or Accents:** Integrate beads, shells, or other embellishments by incorporating them into the knots as you work.
8. **Ending the Piece:** Finish your macramé by securing the knots, trimming excess cord, and adding any final touches.
9. **Hanging or Displaying:** If creating a wall hanging, attach a cord or additional macramé for hanging.
10. **Practice and Experiment:** Macramé improves with practice, so experiment with different knots and techniques to enhance your skills.



Figure (27) project designs ideas

Recommendations:

- 1-Introducing a basic entrepreneurship mindset at early stages in basic education curricula and making it mandatory for public and private schools.
 - 2-Colleges and universities could introduce entrepreneurship (breadth) courses to all students from different disciplines and specialties.
 - 3-Colleges and universities could open in-campus entrepreneurship centers to assist students who follow this path after graduation.
 - 4-Colleges and universities could arrange social events hosting successful local entrepreneurs who could share their experiences and connect with students and possibly mentor them.
- The education system could be redesigned to help, in the long run, reduce uncertainty avoidance among Omani new generations and encourage rational risk-taking. Steps could be taken to gradually transform society to be more supportive towards entrepreneurs, especially the unsuccessful ones.
- 5-The government could develop a strategy to change the mindset of citizens away from public sector jobs and more towards private businesses while focusing on and shedding more light on successful local entrepreneurship stories.

Governmental support programs should be publicized more to reach the maximum number of beneficiaries around the country. Different innovative marketing techniques could be used to accomplish this outcome Egypt's sustainable development strategy, known as 'Vision 2030', foresees substantial development in the manufacturing sector. This strategy targets ambitious goals without defining the means of achieving them, such as creating decent and productive job opportunities; increasing GDP per capita to reach the level of high-middle- income countries; integrating the informal sector into the economy; maximizing the value added of the manufacturing sector and motivating and promoting investment.

Results:

SMEs play a vital role in the sectors of production, job creation, poverty reduction, innovation, and economic growth in all countries. This review critically examined the existing literature regarding the key topic, "SMEs and global challenge." In terms of SMEs, the global challenge referred to the firms' ability to protect their domestic markets from internal and external shocks and enter new emerging markets in the world.

Globalization encourages competition from local ventures and international corporations. SMEs play a vital role in globalized markets. Defeating the financial barriers, having sufficient capital, managing cash flows, and the willingness to access global capital are identified as the pre-suggestions to confront global competition.

The importance of small and medium enterprises as one of the country's pillars for creating job opportunities for graduates in the fields of applied arts.

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