

Methodology for Enterprise Development and for Creation of Industrial Cluster

Workshop

2nd of October 2009

Esbjerg

Håkon Hynne

SINTEF Technology and Society

Applied Economics





A tool for:

Productivity measurement

Analysis of problem causes

Improvement of problem areas

3 sectors:

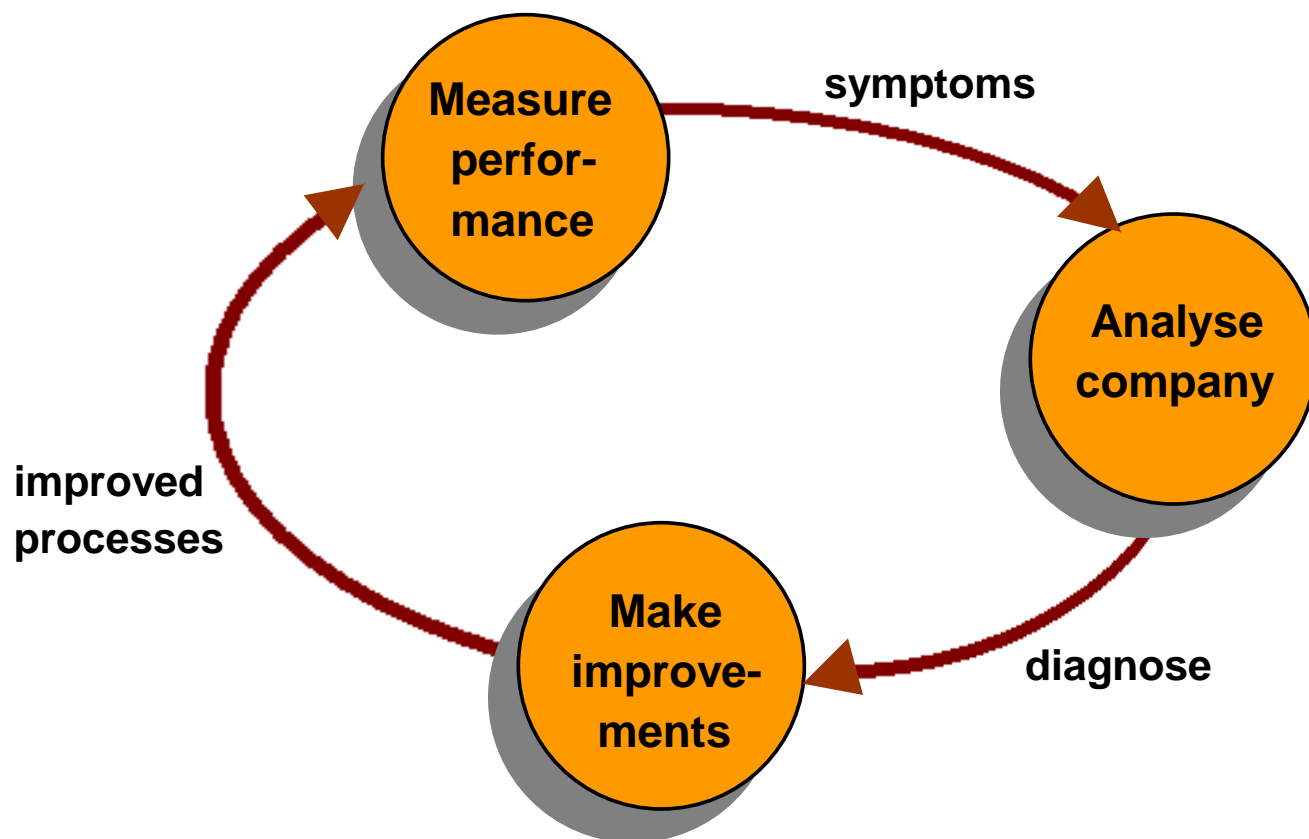
- **Tourism**
- **Manufacturing**
- **Transport**

Characteristics:

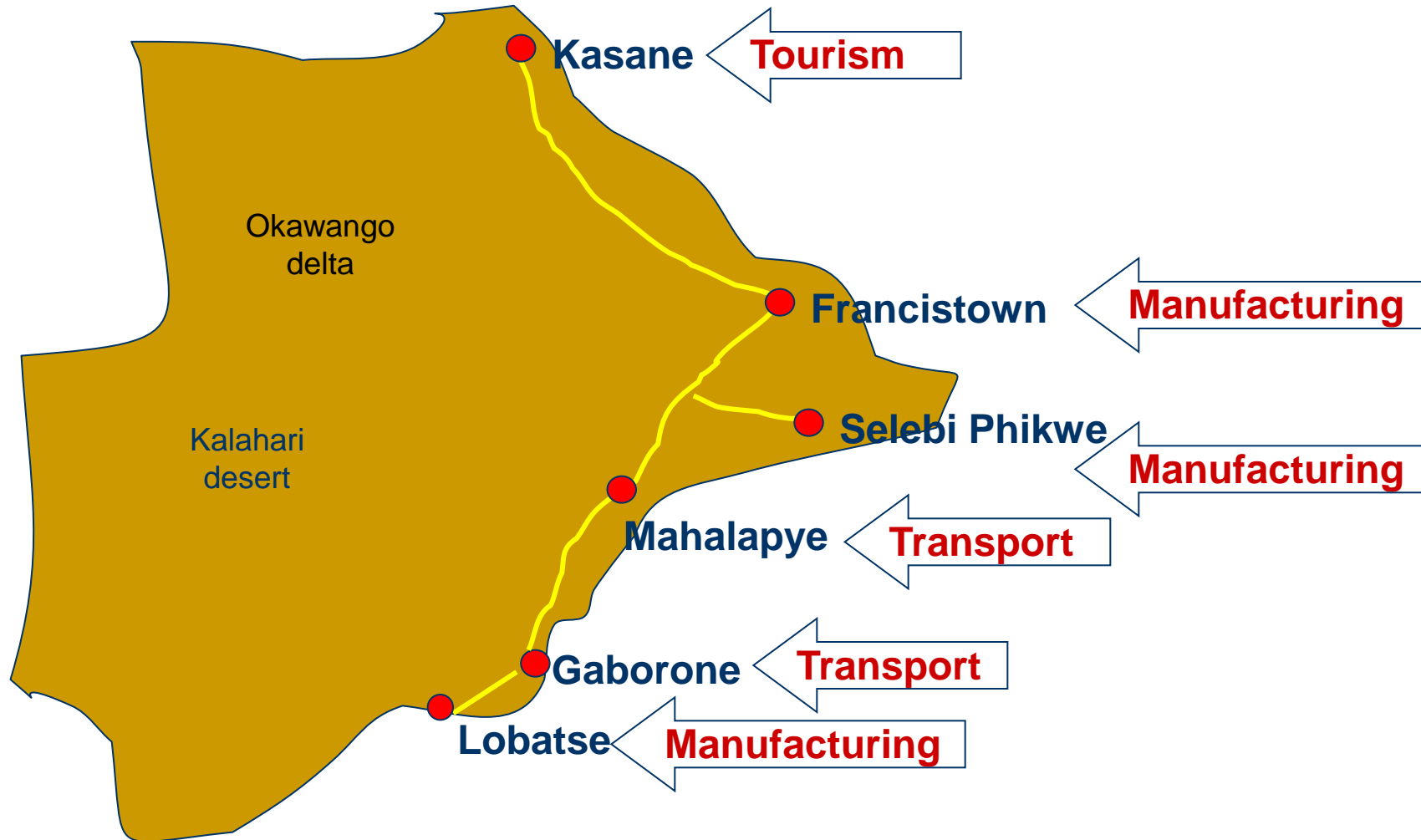
- **Multidisciplinary**
- **Theoretical based**
- **Customised focus**

PHETOGO 2000

productivity and quality methodology

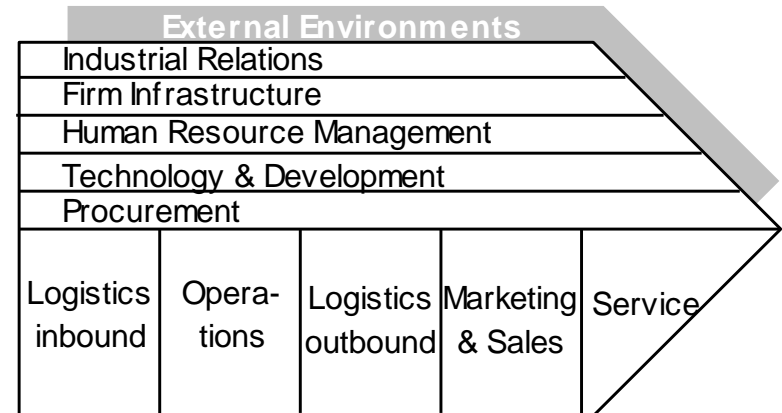


PHETOGO 2000 in BOTSWANA



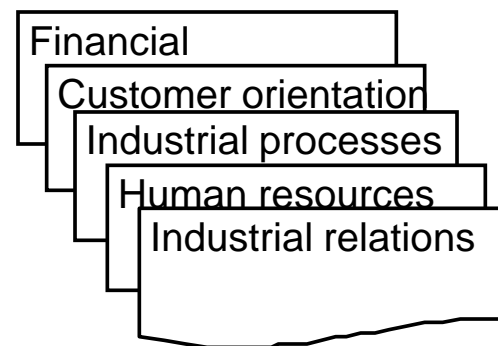
Value Chain Activities

- 1 Industrial Relations
- 2 Firm Infrastructure
- 3 Human Resource Management
- 4 Technology & Development
- 5 Procurement
- 6 Logistics Inbound
- 7 Operations
- 8 Logistics outbound
- 9 Marketing & Sales
- 10 Service
- 11 External Environments

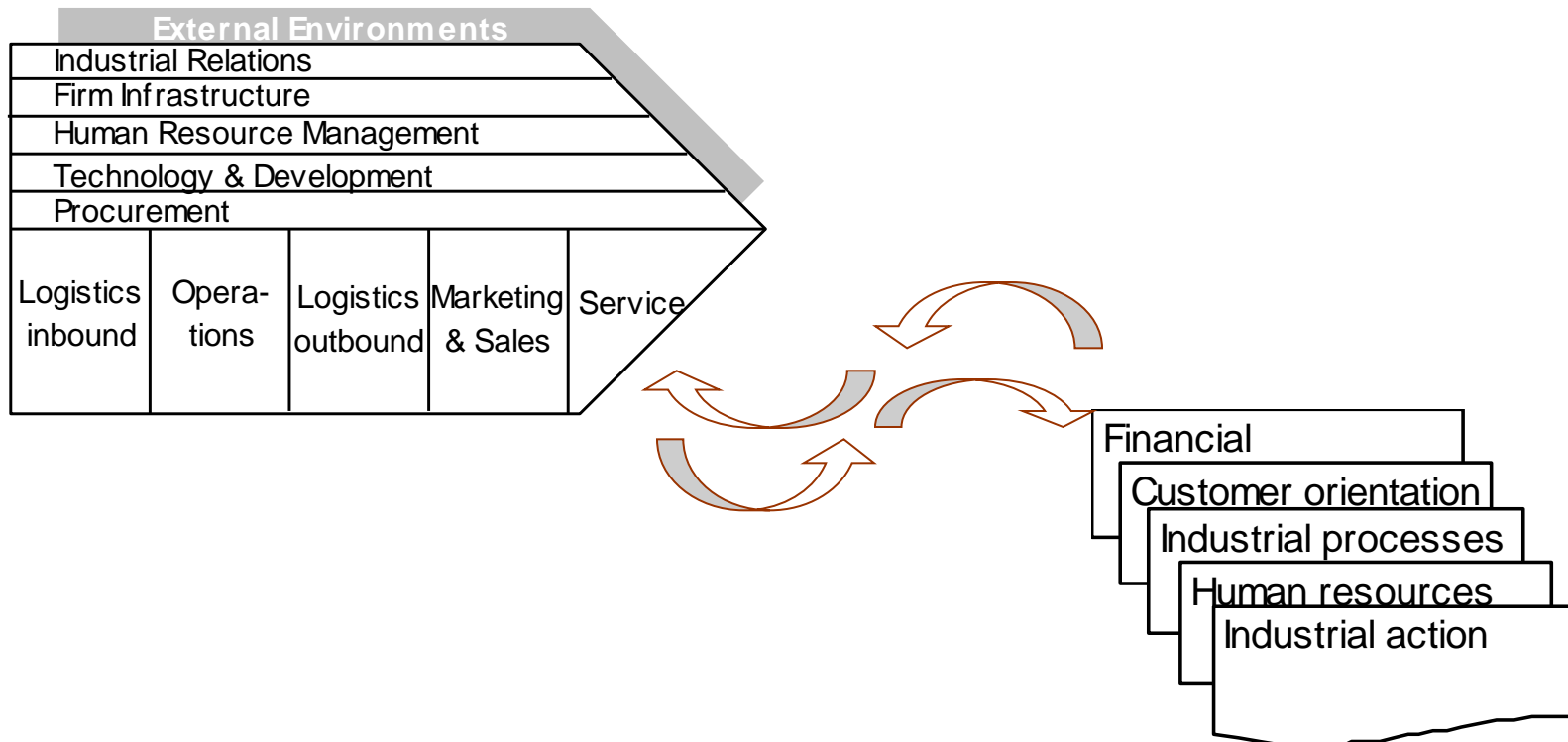


Perspectives

- 1 Financial
- 2 Customer Orientation
- 3 Internal Processes
- 4 Human Resources
- 5 Industrial Relations



From value chain to perspectives



PHETOGO 2000

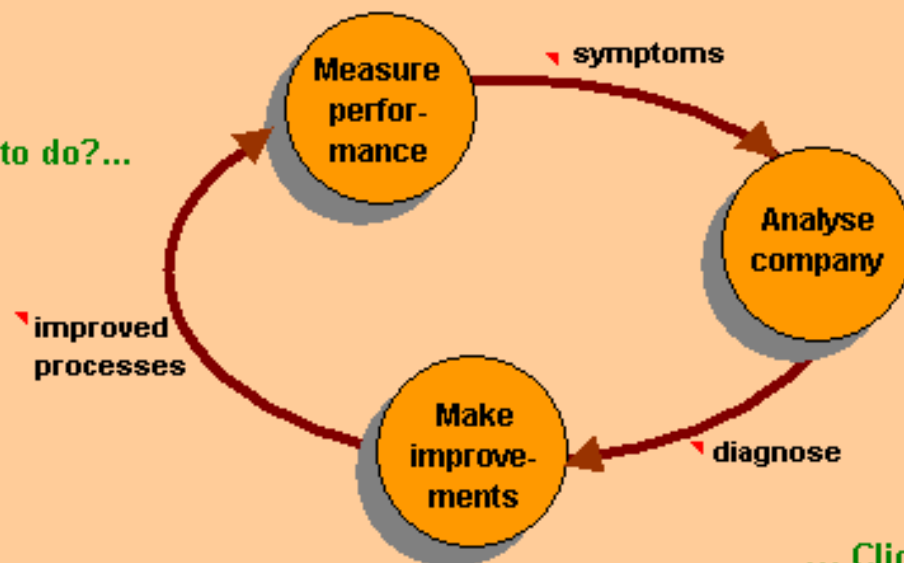
productivity and quality toolbox

2000.03.03 - version 3.3

by SINTEF and BNPC

▼ The Panorama

What do you want to do?...



... Click on one of the circles!

... or place cursor over the red tags to get info.



NORWAY



ESTABLISHMENT OF INDUSTRIAL CLUSTER

COMPUTER BASED DECISION MAKING MODEL

Cluster participants:

- Core Production
- Suppliers
- Distribution
- Services

Location of a cluster:

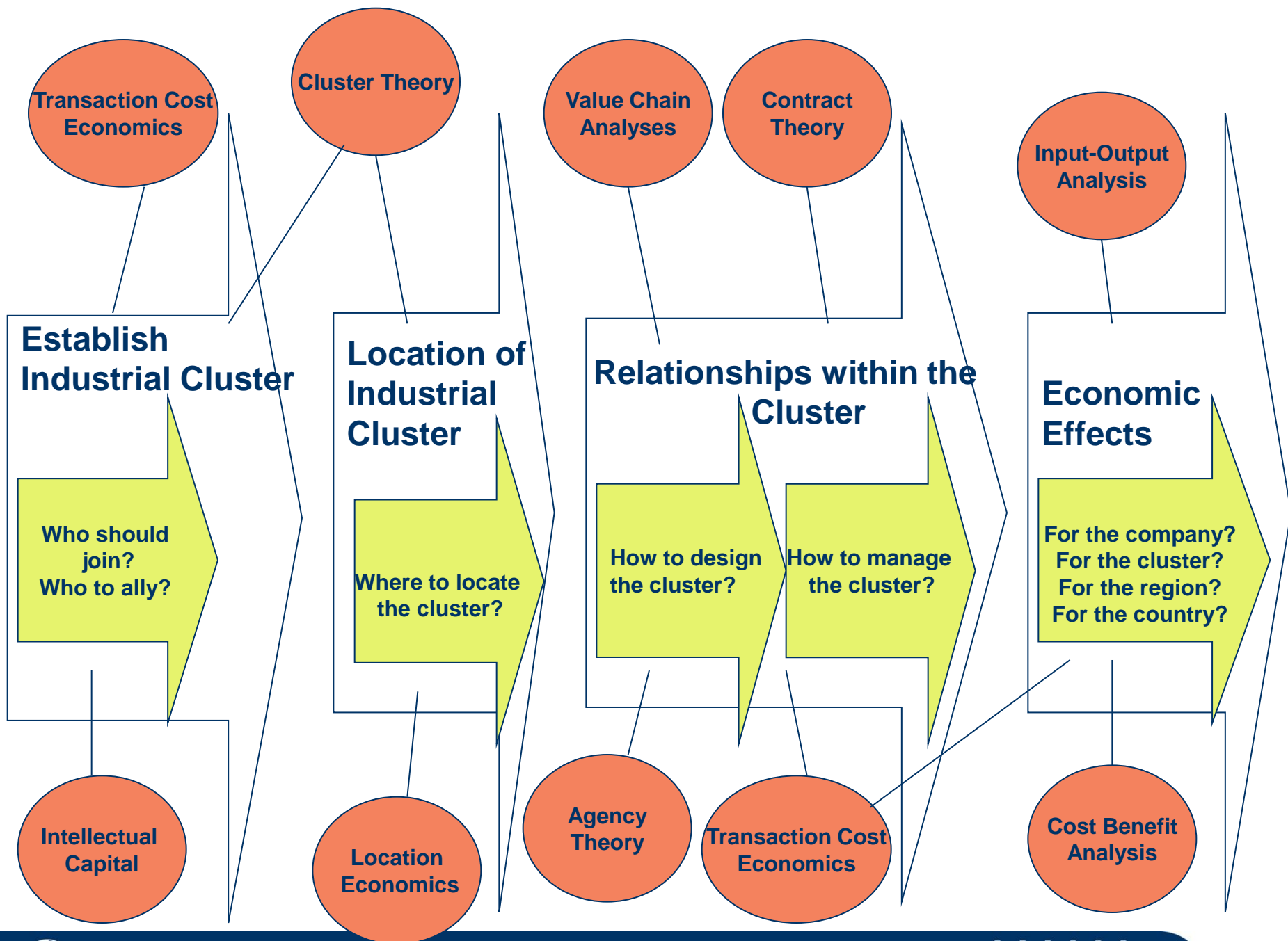
Depends on factor conditions, infrastructure and demand conditions

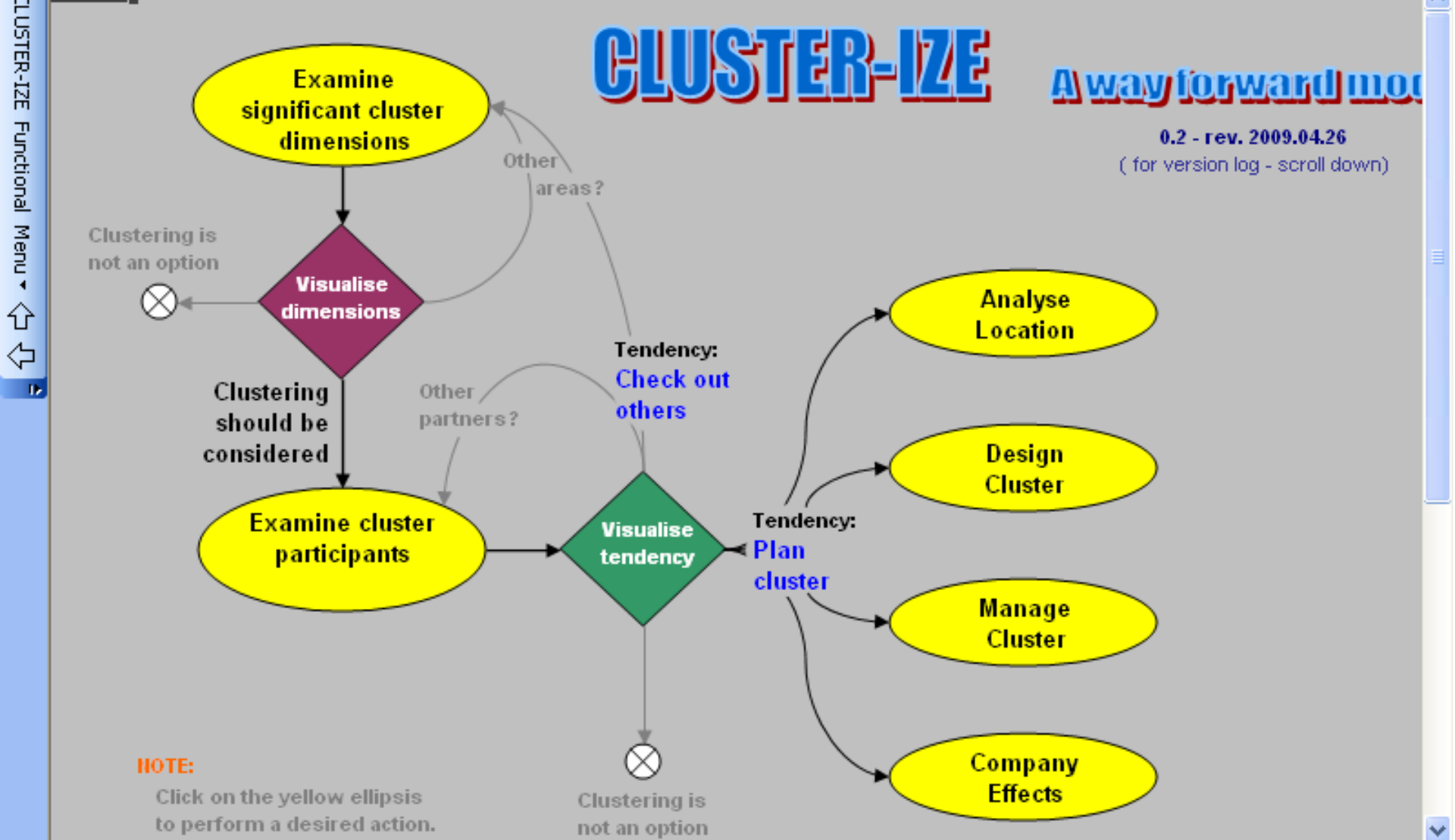
Relationship within the cluster:

- Transaction costs
- Agency costs

Economic effects:

Company level, cluster level, regional level









Objectives

- **Increase productivity and quality at the enterprise level, and thereby facilitate growth of a sustainable local supply industry**
- **Building a cluster around the selected pilot companies, for further joint development and increased competitiveness**
- **Capacity-building of STEPRI to make them capable to use the methodology for further research and consultancy in Ghana after the completion of this project**

Deliveries

- **Network of companies and organisations connected to oil and gas sector**
- **Performed improvement work for local suppliers**
- **STEPRI well qualified for business development work**
- **Training, workshops and seminars**
- **Reports, handbooks, papers**

Theoretical Framework

