

「中小企業の経営診断実施要領」報告書

A Report of the SME Management Consulting Standard

～ 診断着眼項目 ～
checkup items

平成 1 5 年 2 月
February 2003

社団法人 中小企業診断協会
THE INCORPORATED
JAPAN SMALL AND MEDIUM ENTERPRISE
MANAGEMENT CONSULTANTS ASSOCIATION

Introductory Remark

At present, there has been the keen interest among ASEAN countries in the SME (Small and medium Enterprise) management consulting system in Japan which has accomplished remarkable results for promotion of the SMEs, and the requests for dispatch of the experts such as the SME management consultants in Japan and the like in order to introduce the system into the countries have been increasing.

However, as the methods of consulting and supporting overseas SMEs have been at the discretion of an individual expert dispatched, there has been a great need for the management consulting standard to carry out the SME consulting effectively.

Under these circumstances, the Japan Small and Medium Enterprise Management Consultants Association has made a report of the SME management consulting standard in English and Japanese, as a year 2002 “subsidized program by Nihon Keirin Association”, in an effort to support generalizing the management consulting among ASEAN countries.

The contents of this report, based on the management consulting standard mainly for small and medium manufacturing enterprises in Japan, describe the important points and checkup items in the management consulting in English, being divided into nine categories as follows: Management Strategy; Marketing and Sales; Finance and Accounting; Human Resources; Information; Globalization and Environment; Product Development; Production and Technology; Procurement, Purchasing and Outsourcing.

In addition, they also show concrete examples on how to extend consulting and support towards the answers, “yes” or “no”, responded to the questions of each item.

Though it is needless to say that the government measures and the management consulting services for the economic development should be studied and built to suit the specific state of the individual country, we hope this report will be of some help to the experts such as the SME management consultants and the like dispatched to ASEAN countries.

We would like to take this opportunity to express our sincere appreciation to the people who were engaged in the translation and research work for this report.

February 2003

Japan Small and Medium Enterprise Management Consultants Association

Kiyotaka Kodama
Chairman

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Note : Sentences following “ Y ” or “ N ” on the top of the items hereafter,
show how to extend your consulting and support towards an answer,
“ yes ” or “ no ” relevantly to the question on a checkpoint.