

Boosting wealth creation for the 21st Century:

Global Enterprise Development Services Ltd

For Existing and New Clients

**Presenters: Dr. Christopher A. Johnson, MBA, PhD, FFMSc, M.J.F.
Founder/ Policy Strategy Executive of GEDS and
Harmander Kaur Bhogal, Special Adviser to the Executive
June 2000-2016.**

1. Aims of Presentation

To demonstrate the workings of the AIDA Model

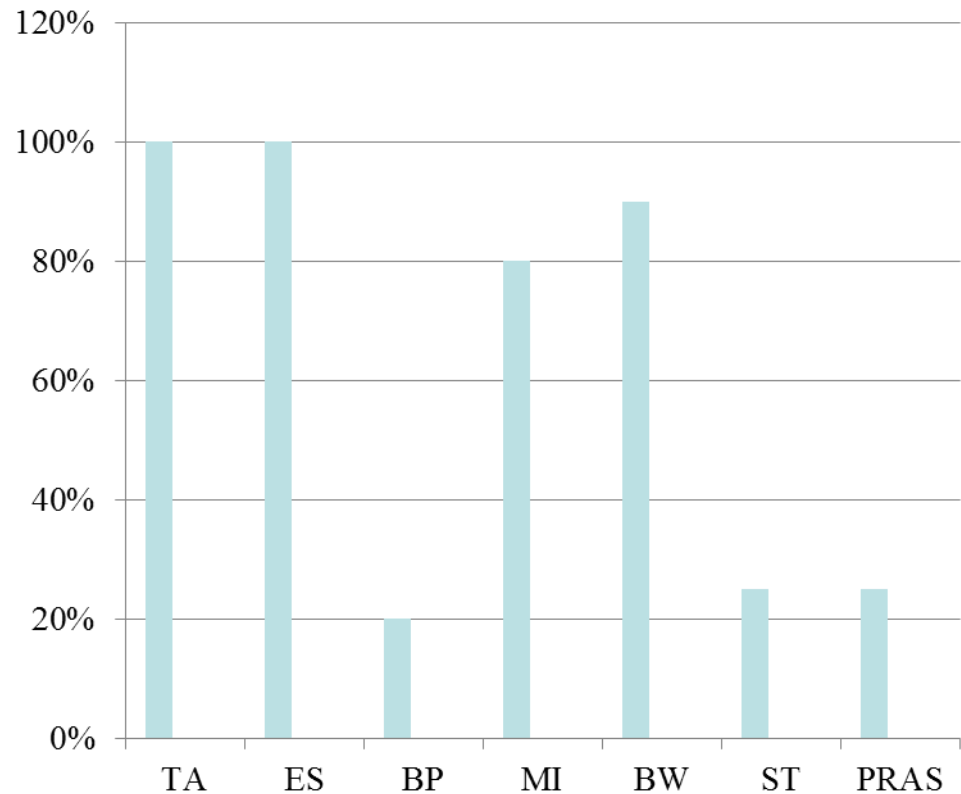
- *Awareness* of type of trading markets.
- *Interest* in offering quality price, products and services.
- *Desire* to ensure clients are satisfied with guarantees' leveraging.
- *Action* based on consistency, reliability and professional ethics.

2. Services Portfolio



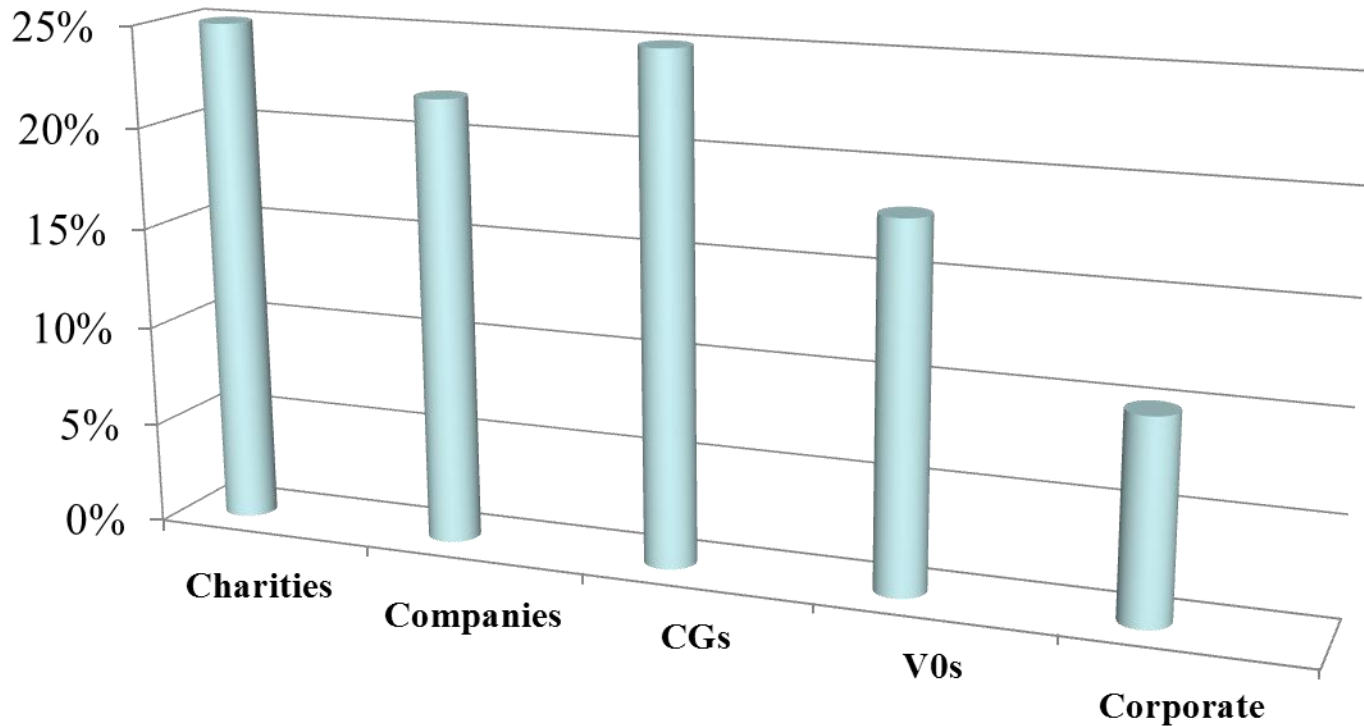
(Keys to Services)

- Technical Assistance (TA)- 100%
- Enterprise Support (ES)- 100%
- Business Planning (BP) - 20%
- Market Intelligence (MI) - 80%
- Bid Writing (BW) - 90%
- Skills Training (ST) - 25%
- Peer Review/Academic Support (PRAS) -25%



3. Types of Clientele Group

Keys to Organisations: Charities 25%; Companies 22%; Community Groups (CGs) 25%; Voluntary Organisations (VOs) 18%; Corporate 10% (**GEDS Client Profile, June 2000-2016**)



4. Rules of Business Engagement

Proposal

- Identify commercial opportunities.
- Obtain information from clients.
- Work on the deliverable.
- Collect information
- Analyse business needs.
- Write content for client.

Project

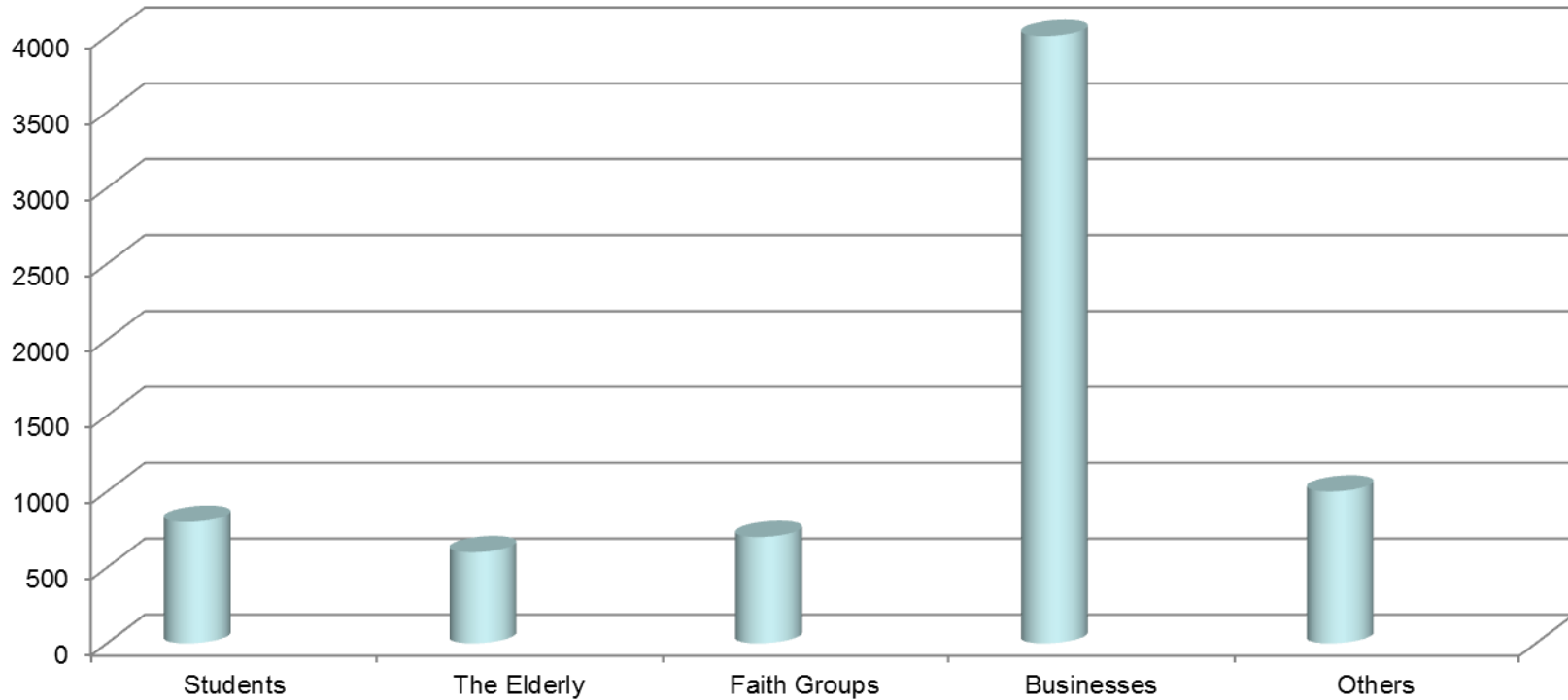
Main project steps:

- Define milestones.
- Interact with clients.
- Identify problems and needs.
- Analyse the information.
- Propose appropriate solutions.
- Execute an Action Plan.

5. Client & Service Users Profile

Keys to Profile (*figures rounded for uniformity. Client Profiles 2012-2014*):

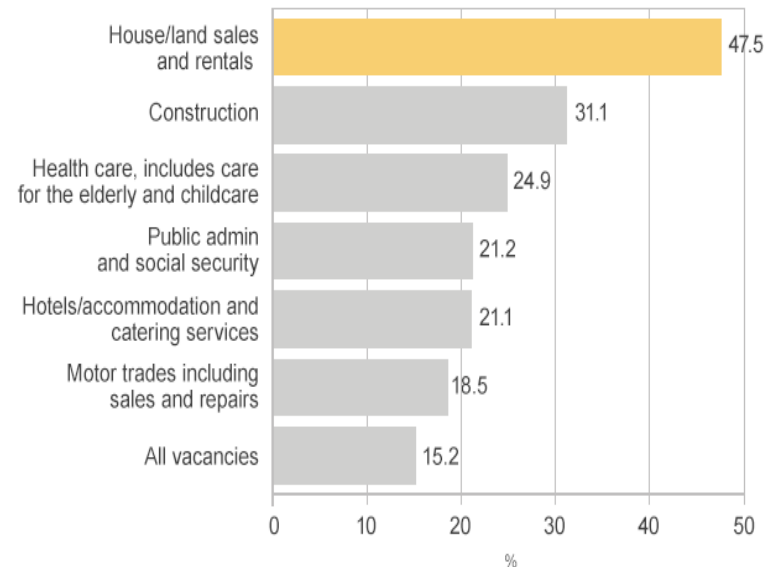
Students 800, The Elderly 600, Faith groups 700, Businesses 4,000 and Others 1,000



6. Market Value of Industry Sectors

- Business Professional Services - £175 billion
- Construction - £24.6 billion
- Creative Industries - £17 billion
- Education Training - £14.1 billion
- Food & Hospitality - £7 billion
- Health Social Care - £150 billion
- Manufacturing - £160 billion
- Personal Care -£15 billion
- Social Enterprise - £24 billion.

Industry sectors reporting the biggest increases in vacancies 2012-13

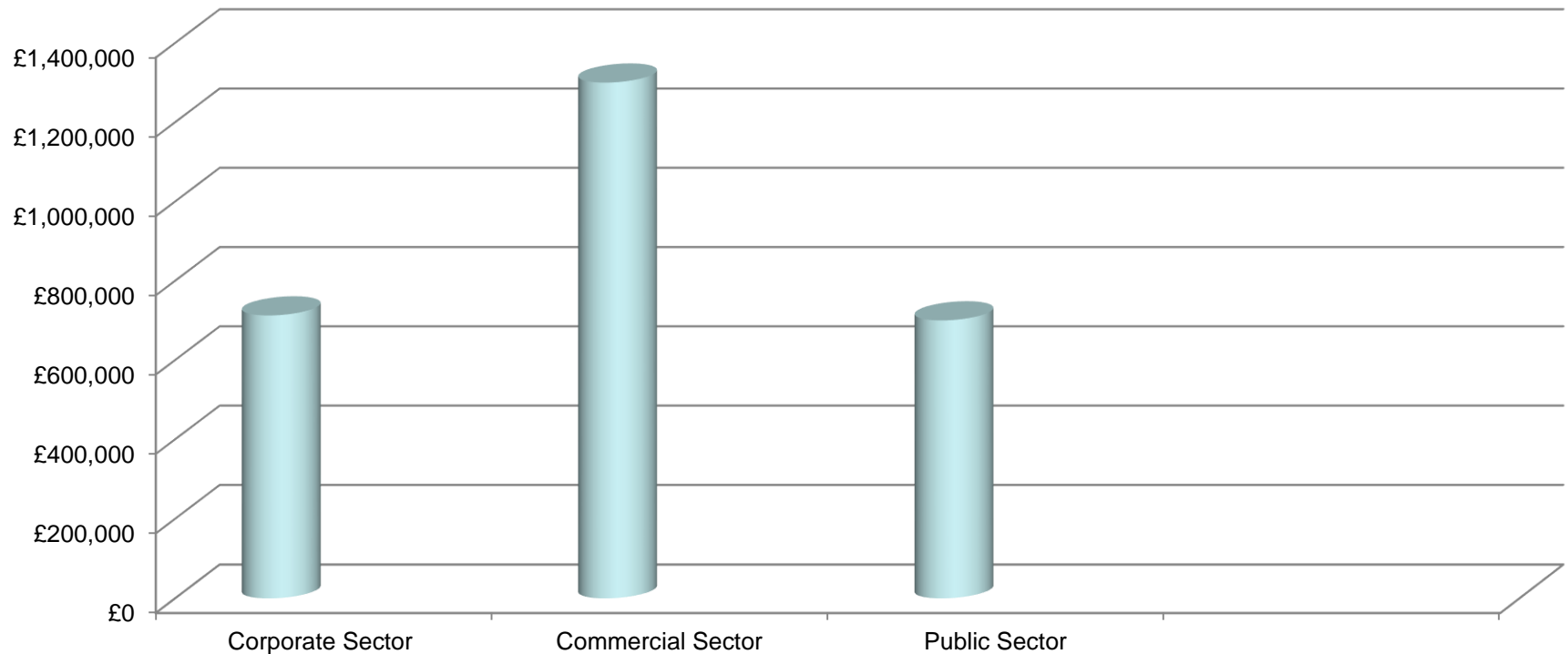


Source: ONS

(Office for National Statistics, 2013/2014)

8. Independent Funding (March 2000 – June 2016)

Key Notes: We have helped clients to raise approximately £2.8M from the corporate, commercial and public sector respectively. *Corporate Sector* relates to European, Lottery and Local Government funds; *Commercial Sector* – refers private investing in micro to small business projects including services and *Public Sector* signifies funding from the public purse for charities and non-governmental organisations (NGOs).



9. Special Projects (76)

- **Apprenticeships** (*“Your bid helped our learners to access vital job training”*).
- **Health Wellness** (*“Thanks for the support; our elderly enjoyed the project”*).
- **IT Training** (*“IT security is important, your help made our venture a success”*).
- **Employability Skills** (*“This program benefitted our female clients a lot”*).
- **Leadership/Management** (*“Our students want to continue the project”*).
- **Arts Heritage** (*“We need to capture that community’s history in real terms”*).
- **Peer Review** (*“Your company had a positive affect on our planned outcomes”*).
- **Academic Support** (*“Many students need the quality of support you provide”*).

10. What can we offer?

Our Unique Selling Point is based on the following: -

- Professionalism;
- Ethical Practices;
- Consistency;
- Reliability;
- Guarantees/Warrantees;
- Supreme Quality;
- Affordability;
- Management of outcomes;
- Customer Loyalty; and
- Multi-tasking Ethos.



11. Key Project Funding

- Creative Industries;
- Student/Youth Apprenticeships;
- Graduate Employability;
- Community Media;
- Healthcare (mental health/elderly care);
- Information Technology (to close the digital divide);
- Enterprise Education (schools, academies etc.) ;
- Work Trials;
- Arts and Heritage;
- Leadership and Management Programs;
- Information, Advice and Guidance (IAG) activities; and
- Other client-led projects.



12. Directorial & Management Team

- **Harminder Kaur Bhogal**, MA, Special Advisor to the Executive, experienced community education leader, manager of a local education leadership and specialist in faith matters.
- **Dave Smith**, BSc, Director, versatile engineer specialising in technology systems management and a sports health practitioner.
- **Dr. Stan Lopes**, MSc, PhD, Director, an experienced scientist specialising in both social and natural sciences, with a fervent commitment to human advancement.
- **Dr. Christopher A. Johnson**, MBA, FFMSc, PhD, Founder/Director responsible for Policy Strategy; a multi-faceted individual who is a Cambridge Commonwealth award-winning editor/publisher and author, civic leader as well as a business management consultant.
- **Mark Johnson** , is a Research Assistant who is pursuing Business (Marketing) studies.

13. GEDS' Business Model

Our model is based on the – *What, Why, When, Where and How*

- *Innovation* – recreating ideas, products and services for customers;
- *Maximising Opportunities* – for people, markets and institutions;
- *Management Skills* – pitting human capital with market needs;
- *Calculated Risk* –introducing new products, processes/services;
- *Contributing* – to economic growth, social affairs and jobs; and
- *Solutions* – using entrepreneurship for dealing with uncertainty.
- *Ethical Principles* – sharing ‘Best Practice/Value’ with others.

