



## GOOD PRACTICES - CASE IDENTIFICATION /1<sup>ST</sup> LEVEL ANALYSIS

### 1. Good Practice title:

E-learning training courses

- *sustainability and efficiency of local microfinance programs*
- *social outreach of microfinance and mitigating the negative effects of financial exclusion*
- *microfinance as a local employment tool*
- *social and technological innovation in microfinance*
- *involvement of priority groups (with special regard to gender equality)*
- *promotion of local microfinance funds and entrepreneurship initiatives*
- *business development services*

### 2. Territory of implementation/application (country/region/...)]

the services are accessible world wide

### 3. Timeframe:

year of introduction:

year of termination:

(leave 0000 if ongoing)

### 4. Brief description of the promoting organization:

Fejér Enterprise Agency: non-profit Local Enterprise Agency. FEA was established in 1991 by 47 founders. The founders include the local government of Székesfehérvár, the General Assembly of Fejér County, several chambers, banks, enterprises and private people.

The mission of FEA is to provide high-level, easily accessible financial, advisory and training services in Hungary to start-ups and existing micro and small enterprises operating in the Transdanubian region in order to improve their skills and abilities which enable them to make their financial situation, social standing and living conditions better.

In order to fulfill its social mission and to realize the goals set by the founders, the Foundation performs concentrated business development activity, which basically focuses on the following main fields:

- Business Development Services



- Training programmes to disseminate entrepreneurial knowledge
- Microcredit programmes to finance enterprises

**5. Main objective of the initiative:**

According to the Enterprise development strategy of FEA adopted in 2015, the foundation – in the interest of business development services -

- offers business consultancy and support in various topics
- creates a database on the products and services of client enterprises, pool of experts and available real estates, suitable for entrepreneurial activities
- follows the international recommendations in the field of microfinance, studies the best practices regarding business development services and tries to adapt them

**6. Brief explanation of the initiative:**

The new business development model offered by FEA from 2015:

- Services to increase the incomes from the entrepreneurs: microloans, coaching and consultancy. FEA offers free audit for all companies to analyze their growth potential and market possibilities.
- Real estate sales and agency: FEA developed a database of available commercial real estate in the region.
- Education, training, development of training materials: FEA developed an e-learning entrepreneurship training which is easily accessible for the start-up enterprises.
- Management services: FEA offers specialized services for the smallest enterprises who can not afford hiring professionals or buying specialized softwares in e.g. marketing, web design, monitoring the domestic and EU funding possibilities, legal services, bookkeeping, insurance, credit optimization services, e-commerce...
- Enterprise promotion: FEA offers specialized enterprise promotion services such as 4K and drone videography

These services are offered by FEA and the “FEA classified partners” who signed a cooperation agreement with FEA in 2016. The “FEA classified partners” are 5-6 small but specialized companies with significant experience and expertise in the field of e.g. legal consultancy, marketing, credit optimization. Based on this cooperation, FEA can offer competitive services on affordable prices for the clients.

**7. Target group and measures to involve the target group:**

The project is implemented through the Interreg Europe programme co-financed by ERDF.



The target group of the business development services are the smallest, start-up enterprises who need specialized help and consultancy in some very specific fields of business development.

**8. Innovativeness:**

The innovative feature of the competition:

- FEA classified partner model
- services developed based on the monitoring of the needs and demands of the smallest SMEs
- cooperation between the specific fields of enterprise
- most of the services (partly) available on-line
- flexible and available services, close to the entrepreneur

**9. Outcomes:**

- 6 new business development services introduced by FEA
- Increase in the no. of clients from 2014 to 2015: 21%