



STARTUP OF AN ENGINEERING SERVICES COMPANY:
MANAGING THE FIRST YEAR

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Abstract

This paper attempts to highlight the important aspects of managing a new engineering services company. It starts with the essence of company strategy, i.e. its vision. Following from there the strategic planning process is detailed out to arrive at a suitable strategy for the company.

The importance of the customer is highlighted in view of the nature of business which is service. A customer profile survey was carried out to reveal interesting results which is used to help the manager plan his product range and detailed marketing strategy better.

The human resource aspect of management is also highlighted in particular the proposed compensation system for professionals and managers that make up 80% of the company's employees. Expatriate management, a new area that the company is embarking on, is also touched upon.

Finally as an aid to a more productive output, several IT software are proposed together with state of the art hardware to complement the effort.

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