

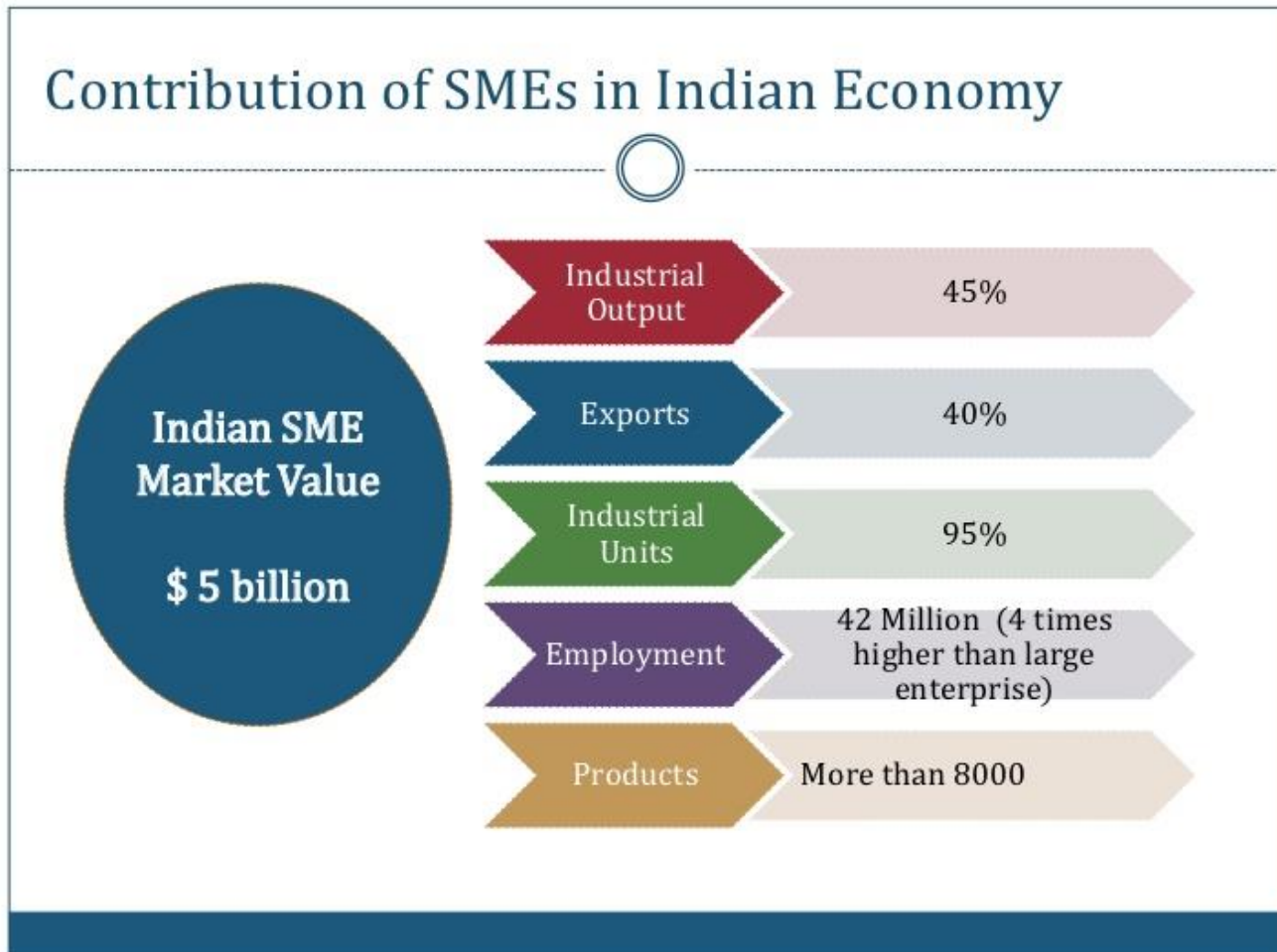


# Synergy Resource Solutions

“We Help You To Grow”

HR & Management Consultancy & Training &  
Development For SME's

# What SME's are contributing for Indian Economy ?



# Are you struggling with these challenges as a businessman?

- Limited growth of your business as most of the contribution to your business is only from your own talent.
- Dependency of your employee's on you for each & every routine business decision.
- Delayed response to your customers, suppliers & service providers, as you don't have sufficient time to interact with them & due to that your company is losing brand image in the market.
- Unable to attract right talents from market, unsatisfied employees & high attrition rate.

# Are you struggling with these challenges for your business ?

- High cost of production, marketing, logistics etc.. due to in-efficient business processes & unskilled employees.
- Wastage of resources.
- Always work on fire-fighting mode.
- Working in business rather than working on business.
- Loosing business opportunities in hand of competitors.



# Compare

Why you have chosen your career as a Business owner ?

- Work for passion/Area of Interest.
- Flexibility of working hours.
- More time for family & friends.
- Healthy & Wealthy Life.
- To contribute for society & country

What you have achieved as a business owner ?

- Multitasking: accounts, sales, production, recruitment, marketing etc..
- Long working hours, less sleep.
- No time for family & friends.
- No time for exercise.
- Poor Health, Stress, B.P. Diabetes.



# Concerns of Small & Medium Enterprises

- Unable to get right people to run & grow business.
- Unsatisfied employees & high attrition rate.
- Unprofessional behaviour of manpower.
- Very low productivity of manpower.
- Very Slow business decision process- Most of the decisions are taken by business owners.
- Delayed response to your customers, suppliers & service providers



# Reasons

- Low brand value.
- Unable to pay competitive salary.
- Unprofessional behaviour of business owners.
- Education is not sufficient to carry out business activities.
- Non-availability of needy persons.
- Treating manpower as machine-no human touch.
- No recognition-no appreciations.
- Non-availability of trained work force as nobody is ready to train freshers.
- Immediate results required from new joiners.
- No mentoring & handholding during initial few days for new joiners.
- Very Poor & slow decision making from business owners & blaming employees for low performance.

# Forward Path

- The design of the formal systems & processes is to be paid attention to, as it will lay foundation for future business scalability.
- Organizational structures need to be designed to support business growth plans.
- Organizational structures required layers, so that business owners/senior managers can focus on business development plans as opposed to daily routine business tasks.
- The need of a formal talent management system In orders to attract, retain & engage the best talent.
- Succession planning for high potentials to be groomed for future leadership roles.
- For rapid growth & sustainability in competitive market, business owner should know, how to multiply this talent & nature it.
- Complexity of managerial challenges increases with business growth.
- Cash flow is focal point for growth in most SME's due to nature of sector, thus often growth happens without formal systems in place.

# What should we do for the growth of business ?

- We should invest time for Analysis of our business data of production, sales, marketing, cash flows, customer satisfaction etc.
- We should always take our business decisions based on analysis of our business data.
- We should invest our time for improvement of our relationship with our stakeholders like customers, employees, investors, bankers, suppliers & service providers.
- We should invest our time for growth of our business, study of movement of our competitors, market conditions, technology development & government policies related to our industry.
- We should focus on learning & development of ourselves & our employees.
- We should focus on development of leaders within our team to meeting future growth requirements of business.
- We should invest our time for new business opportunities.

“Synergy Resource Solutions” founded in July 2015 with tagline “We help you to Grow” with following Vision & Mission Statements.

### Vision:

“To Improve Productivity & Sustainability of Small & Medium Enterprises through Human Resource Development & Establishment of Management Systems”

# Mission:



- Design & Implementation of Management Systems(Including HR) for SME's.
- Help business owner's to take right business decisions based on analytical review of business data to improve productivity & reduce risk & cost.
- Train & Develop Employees of SME's to run business & to meet future growth requirements of business.
- Acquire right talents from market.
- Coach Business Owners & senior team members for Leadership Development.

# Our Services



- HR Policies & Procedures set up.
- Preparation of Organization Structure & Delegation of tasks, fixing of roles & responsibilities.
- Recruitment of talents.
- Individual Learning Needs Assessment(ILNA)
- Designing of Training Program as per ILNA requirement.
- Training & Development of existing & new employees.
- Designing & Implementation of Performance Management System
- Management Coaching to Business owner & other senior management staff.



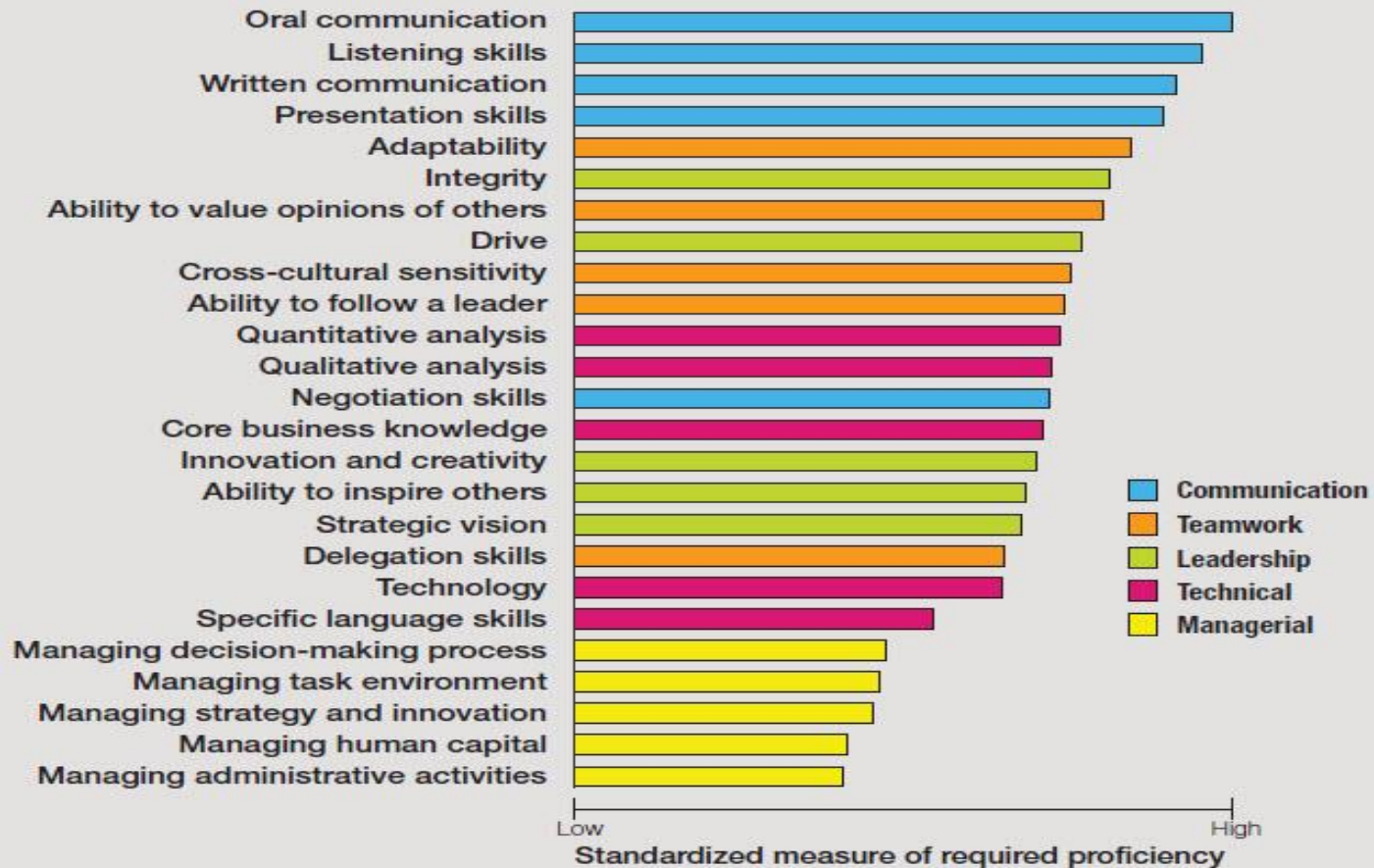
# Recruitment

- Preparation of Job Descriptions as per client needs.
- Identification of required talents as per Job description.
- Initial screening of candidates.
- Interview Management of candidates.
- Follow up of selected candidates up to joining & after joining.
- Counselling of candidates as & when required.



## SKILLS COMPANIES DEMAND IN NEW GRADUATE BUSINESS SCHOOL HIRES

Based on a Standardized Measure of Required Skill Proficiency



Source: GMAC (2014) Corporate Recruiters Survey

GMAT

# Training & Development

We are providing trainings on various soft skills, managerial & leadership topics like:

- ✓ Business Communication
- ✓ Team Building
- ✓ Time Management
- ✓ Goal Setting
- ✓ Conflict resolution.
- ✓ Decision Making & Problem Solving
- ✓ Delegation & Empowerment
- ✓ Meeting Management
- ✓ Negotiation Skills
- ✓ Self Awareness & Interpersonal relationship

# Coaching

We are providing personalized coaching to business owners & senior management staff members to achieve their professional & personal goals.

- ✓ Leadership Development
- ✓ Strategic Thinking
- ✓ Collaboration
- ✓ Innovation
- ✓ Motivating teams
- ✓ Emotional Intelligence

# About Business Owner:



Mr Mayur Majithia, founder & business owner of “Synergy Resource Solutions” is a qualified Mechanical Engineer having more than 27 years of experience in field of people management with large corporates like Reliance, GHCL & Cairn India.

During his employment with the above corporates, he was trained by industry experts in field of leadership, management, operations & safety. He utilized his expertise & trained workers to manager level employees on various technical & management topics. He has successfully done Change Management for various business processes & implemented management systems within organization for improvement of overall productivity & reduction of cost. He has also recruited large number of employees for these organizations. In the past 8 years, he has provided Management Consultancy to various small & medium enterprises which are industries like E-commerce, Manufacturing, Engineering, Architects, Interior Designers, water purification, furniture manufacturing, textile, real estate, project management, hospitality, retail & many more. He has resolved many complex business problems related to productivity improvement, business sustainability, talent management & work culture improvements.

He has trained more than 2000 employees of SME’s for basic business skills & has trained managers & business owners of these companies for implementation of Human Resource Management Systems.

# Contact Us



## Synergy Resource Solutions

“We Help You to Grow”

Management Consultancy | Recruitment | Training & Development

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