



University of Science and Technology

College for Graduate Studies & Academic Advancement

Amfas - Strategic Plan (2015-2020)

Thesis submitted in Partial Fulfillment of the Requirements for the
Degree of Master of Information System

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ABSTRACT

The study aimed to create strategic plan for the Amfas engineering company, which operates in the field of import of machinery and electrical equipment

After reviewing a number of studies we find necessary of putting strategic plans for institutions to keep pace with development and prosperity.

The research used the descriptive approach to achieve the strategic goals.

The research results of this study is a strategic plan that increase the effectiveness of the company's Performance through the development and training of staff, design of the organizational structure that supports the expansion and simplifies the decision-making process, enhance communication with other companies outside the country .

المخلص

يهدف هذا البحث الي وضع خطة استراتيجية لشركة امفاس الهندسية،والتي تعمل في مجال استيراد الاجهزة و المعدات الكهربائية.

بعد الاطلاع ودراسة عدد من الدراسات نجد ان من الضرورة وضع الخطط الاستراتيجية للمؤسسات لمواكبة التطور والازدهار.

لتطبيق هذه الخطة الاستراتيجية استخدم المنهج الوصفي في تحقيق اهداف الدراسة .

توصلنا الي نتائج وهي خطة استراتيجية لزيادة فعالية اداء الشركة من خلال تطوير وتدريب الموظفين،وتصميم الهيكل التنظيمي الذي يدعم التوسع ويبسط عملية صنع القرار، و تعزيز الاتصالات مع شركات أخرى خارج البلاد .

1 Overview:

Amfas Engineering Company is a modern company construction, where put its base stone at year 2013, which is Works in the import of the device and electric equipments.

The company is dealing directly with the Sudanese Electricity Company, where it supplies tools and electrical equipment from producing countries.

In this study will be developed a strategic plan for the company for 2015 to 2020.

This strategy has been put through the study of the internal and external factors surrounding the company and all other current and projected factors in addition to the study of some of the strategies and similar institutions in the field of import and export and domestic and international manufacturing companies.

1.2 Problem Definition:

Business sector is one of the basic pillars of the Sudanese economy, that so much depends upon the state to improve the local and international economy cooperation , through the import and export and exchange of products and number of goods various kinds and forms.

It is important to the existence of strategic planning for all commercial and industrial enterprises and other institutions, so this strategic plan to become a mentor and a clear path shows the work of the Foundation.

Thus, the absence of the strategic planning within the company could lead to the deterioration of the periodic work of the institution.

To solve these problems, it was necessary to initiate the development of a clear strategic plan, work is carried out within a specified period, dealing with all aspects of which suffer from short comings that are an obstacle to growth and development of the company's business.

This plan can be implementable , measurable and able to achieve the desired goals through concerted efforts and all employees of the company and take into account in the implementation's of all the economic and political situation of the country's but:-

- Where to begin?
- What is the methodology followed in the development of the plan?
- What is the extent to which the company's employees to work the new plan?
- Is the use of modern technical solutions is useful?

1.3 Research Objective:

The objective of this study is to develop strategic plan that achieves the stated goals :

1.3.1 Create an infrastructure for information systems.

- 1.1** The construction and development of the computer network for company.
- 1.2** Availability of the Internet for all the company's employees.
- 1.3** Email for working all the company's employees.
- 1.4** Business system of the company.

1.3.2 Development of administrative work.

- 1.4** Determine the administrative levels and making function structure clear.
- 1.5** Installation of attendance and leave system.
- 1.6** Rehabilitation of administrative staff (courses for administration).

1.4 Research Methodology:

This research used descriptive approach, and the following tools can be components of the approach:

First:

The personal observation of the functioning of the company's non-use of technology, for example, uses courier company employees instead of using e-mail.

Second:

The personal interview with the employees of the company, which is based on:-

- Problems experienced by the company with its customers.
- The difficulties faced by the company in providing the service to other companies.

1.5 Research Structure:

Chapter One : Introduction.

Chapter Two : Strategic Planning Background.

Chapter Three : Previous Studies .

Chapter Four : Results.

Chapter Five : Conclusion and Recommendations