

**AUTHORIZATION:**

All documented information (Quality Objectives, procedures, opportunities and risk register for Business Development department are issued under the authority of:

MANAGEMENT REPRESENTATIVE

Signature:



Date:

2nd MAY, 2018

PROCESS OWNER/HOD/DIVISIONAL HEAD

Signature:

06/05/18

Date:

DOCUMENT DETAILS

1.	Section A: Quality Objectives	
2.	Section B: Procedures	
		Title
		Purpose
		Scope
		Reference
		Terminology
		Responsibility
		Input
		Methods
		Output
		Records
		Key performance Indicators
		Appendices
		Flow chart-process map
3.	Section C: Opportunities	
4.	Section D: Risks	

SECTION A: QUALITY OBJECTIVES

OBJECTIVE	ACTIVITIES	RESOURCES.	RESPONSIBILITY.	TIME FRAME.	KEY PERFORMANCE INDICATORS.
To enhance self-financial sustainability by having a 5% annual revenue growth through commercial activities	Advertising Benchmarking with other training institution Product design to match emerging market trends	Budgetary Personnel	Manager Business Development and Consultancy Services	Annually	Revenue generated Customer feedback

SECTION B: PROCEDURES

1.0 PROCEDURE FOR MARKETING (1)

2.0 Purpose

To provide guidance on the marketing of college products and services.

3.0 Scope

This procedure applies to marketing of college products & services locally and internationally.

4.0 Reference

Marketing materials (brochures, fliers, biro pens, etc.)

The ISO 9001:2015

5.0 Terms, abbreviations, definitions

BD & CS - Business Development & Consultancy Services

CEO - Chief Executive Officer

PR - Public Relations

DR & CP - Director of Research & Corporate Planning

6.0 Responsibilities

CEO is responsible for approval of budgets

BD & CS is responsible for initiation of market survey and carrying out market intelligence

DR & CP – prepare the tool for market survey and prepare the report

PR – To advertise the courses in the local and international diaries

7.0 Input

Budget

Personnel

Transport

8.0 Method

8.1.1 Manager BD & CS in collaboration with DR & CP will initiate market survey process.

8.1.2 Manager BD and CS conducts market intelligence through benchmarking and market visits to gather information on new business opportunities annually

- 8.1.3 Manager BD & CS reviews the products on offer and identifies business opportunities and market trends
- 8.1.4 The Manager BD & CS prepares a marketing plan for the year to guide the departmental operations
- 8.1.5 The Manager BD & CS develops brochures, fliers and other materials for marketing
- 8.1.6 The marketing team markets the institution products through participating in both local and international shows and exhibitions, career guidance forum and visiting potential clients
- 8.1.7 Manager BD & CS prepares advertisements for short courses and parallel programs both locally and internationally and forward to PR three times a year.

9.0 Output

Marketing plan
Marketing activities
Market intelligence report

10.0 Records

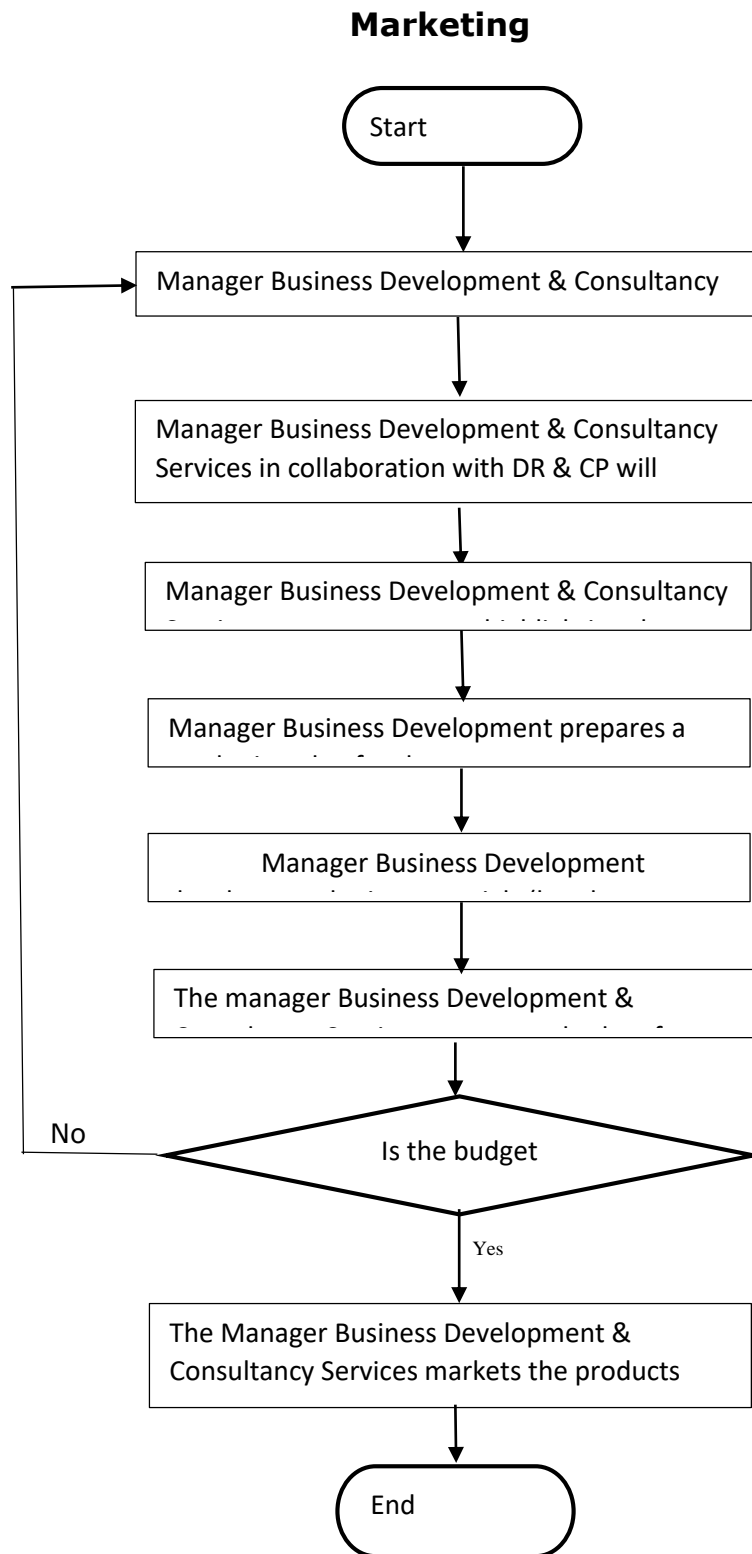
Marketing plan
Market intelligence report

11.0 Key Performance Indicators

Number of marketing activities

12. APPENDICES

Flow chart



1.0 PROCEDURE FOR TAILOR MADE COURSES (2)

2.0 Purpose

To provide guidance on the process of handling tailor made courses.

3.0 Scope

This applies to short courses tailored to suit specific organizations

4.0 Reference

The ISO 9001:2015

Resource persons payment guidelines

5.0 Terms, abbreviations, definitions

BD & CS	-	Business Development & Consultancy Services
CEO	-	Chief Executive Officer
CA	-	Chief Accountant
DR & CP	-	Director of Research and Corporate Planning

6.0 Responsibilities

CEO is responsible for approval of budgets

BD & CS is responsible for negotiation, coordination and follow-up on payments

DR & CP is responsible for evaluation of the course/training

7.0 Input

Training Room

Competent Personnel

Transport

Budget

8.0 Method

8.1.1 The Manager BD and CS receives enquiries through telephone, e-mail, letter from potential customers to provide tailor made training to their staff

8.1.2 The Manager BD and CS approach potential clients through e-mail, site visit or telephone to establish the gaps.

8.1.3 The Manager BD and CS consults the relevant departments to give course details for the tailor made course.

8.1.4 The Manager BD and CS prepares a suitable training proposal for the client with appropriate charges/costs, mode of delivery and the responsibilities of each party.

8.1.5 The Manager BD & CS makes arrangements for implementation and oversees up to conclusion of the program.

8.1.6 The Manager BD & CS advises DR & CP to conduct course/training evaluation for courses held at the College.

9.0 Output

Short courses conducted

Revenue generated

10.0 Records

A training proposal

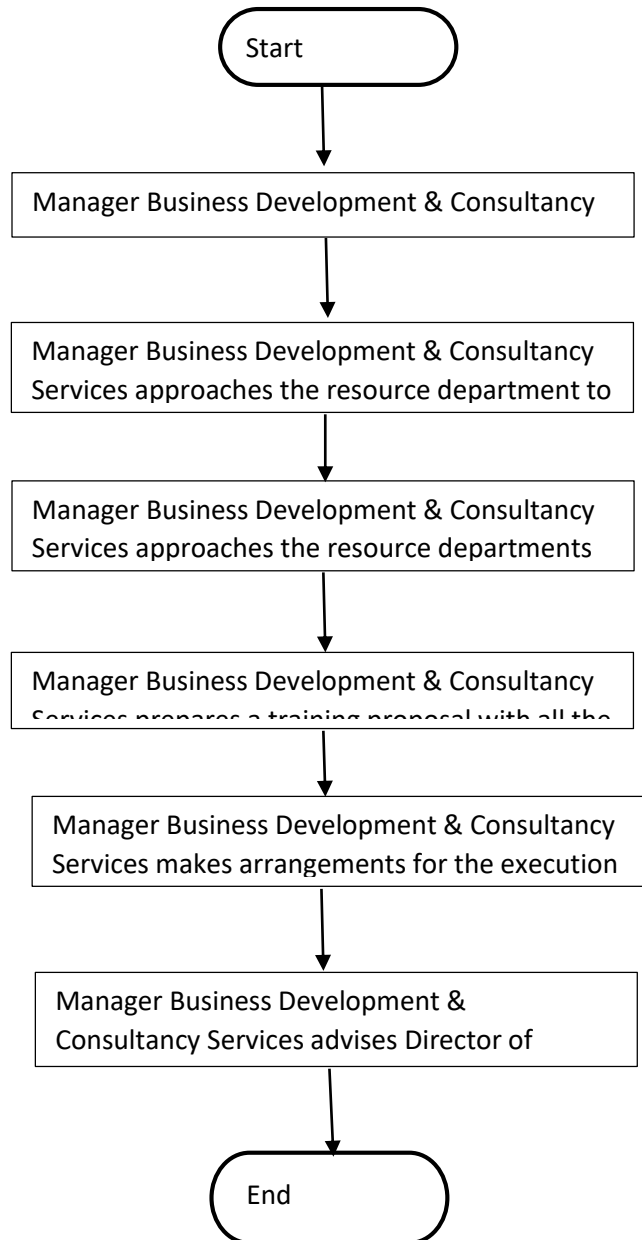
11.0 Key Performance Indicators

Response on enquiries shall be given within two (2) working days

Number of short courses conducted

12.0 APPENDICES

Flow chart



1. 0 PROCEDURE FOR SERVICE CONTRACTS (3)

2.0 Purpose

To provide guidance on the process of handling service contracts.

3.0 Scope

This procedure applies to external service contracts

4.0 Reference

Service contracts

The ISO 9001:2015

5.0 Terms, abbreviations, definitions

BD & CS - Business Development & Consultancy Services

CEO - Chief Executive Officer

TOR - Terms of Reference

6.0 Responsibilities

CEO is responsible for appointment of taskforce committee and approval of Contract

BD & CS is responsible for tendering

7.0 Input

Tender document

Letter

8.0 Method

8.1.1 The Manager BD & CS will review business opportunities in contractual openings through tenders locally and internationally or formal business requests from organizations.

8.1.2 The Manager BD & CS in consultation with the CEO will have a committee set with specific TOR to drive the process.

9.0 Output

Contract

Revenue generation

10.0 Records

A copy of a tender document

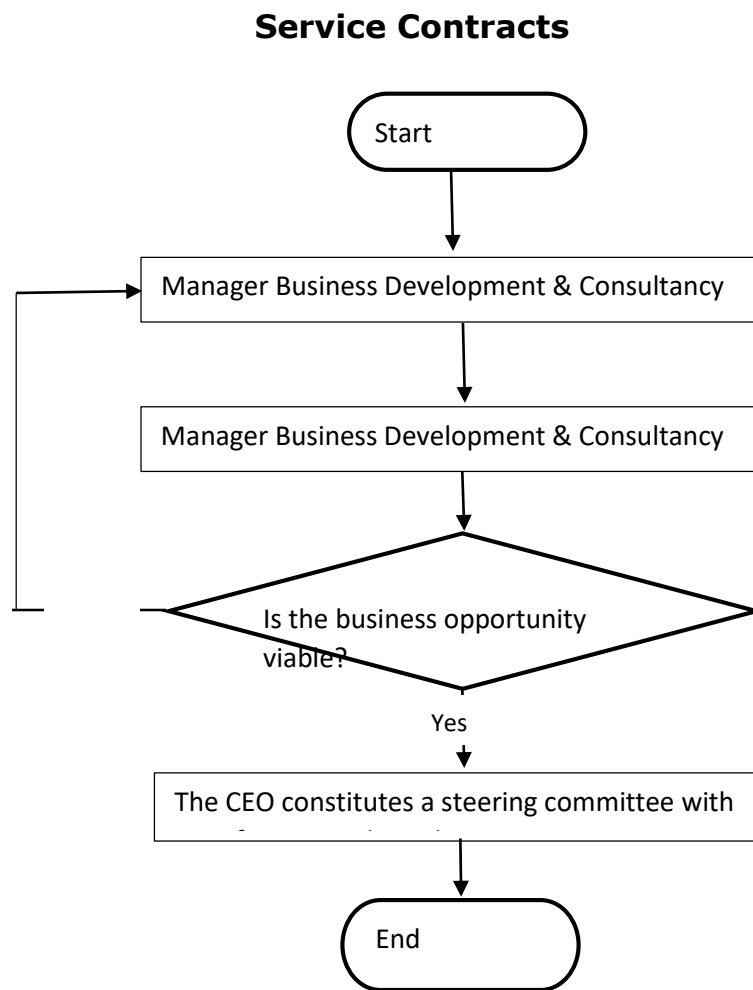
A copy of duly approved contract

11.0 Key Performance Indicators

Number of service contracts

12.0 APPENDICES

flow chart



1.0 PROCEDURE FOR PAYMENT OF RESOURCE PERSONS (4)

2.0 Purpose

To provide guidance on the process of payment of resource persons.

3.0 Scope

This applies to resource persons for short courses, parallel courses and tailored made courses.

4.0 Reference

Resource person's payment guidelines
The ISO 9001:2015

5.0 Terms, abbreviations, definitions

BD & CS	-	Business Development & Consultancy Services
DOS	-	Director of Studies
CEO	-	Chief Executive Officer
EO	-	Examinations Officer
CA	-	Chief Accountant
HR	-	Human Resource

6.0 Responsibilities

CEO is responsible for approval of payment

DOS is responsible for Ensuring the claim is authentic

BD & CS is responsible for preparation of claims

EO is responsible for ensuring the students' marks have been submitted

CA is responsible for certifying payment of fees by students and company

HR Registry s responsible for capturing the claim in the payroll

7.0 Input

Claim form

Competent Personnel

8.1 Method

8.1.2 Upon receipt of a claim with a covering memo from the facilitating department, the Manager BD & CS examines and verify the documents and prepares an analysis for payment.

8.1.3 Manager, BD & CS prepares a covering memo to the CEO seeking approval for payment.

- 8.1.4 Manager, BD & CS forwards the memo, payment schedules and claim documents to EO for confirmation of receipt of student marks.
- 8.1.5 Upon receipt of the documents from EO, The Manager, BD & CS forwards the documents to DOS for further verification and recommendation for payment then forwards to CA for confirmation of fees payment and finally to CEO for approval.
- 8.1.6. Upon receipt of approved documents from CEO, the Manager, BD & CS prepares a summary of the entitlement for each resource person and forwards to HR Registry for payment.

9.0 Output

Revenue generated

10.0 Records

Copies of the resource person's analysis and memo.

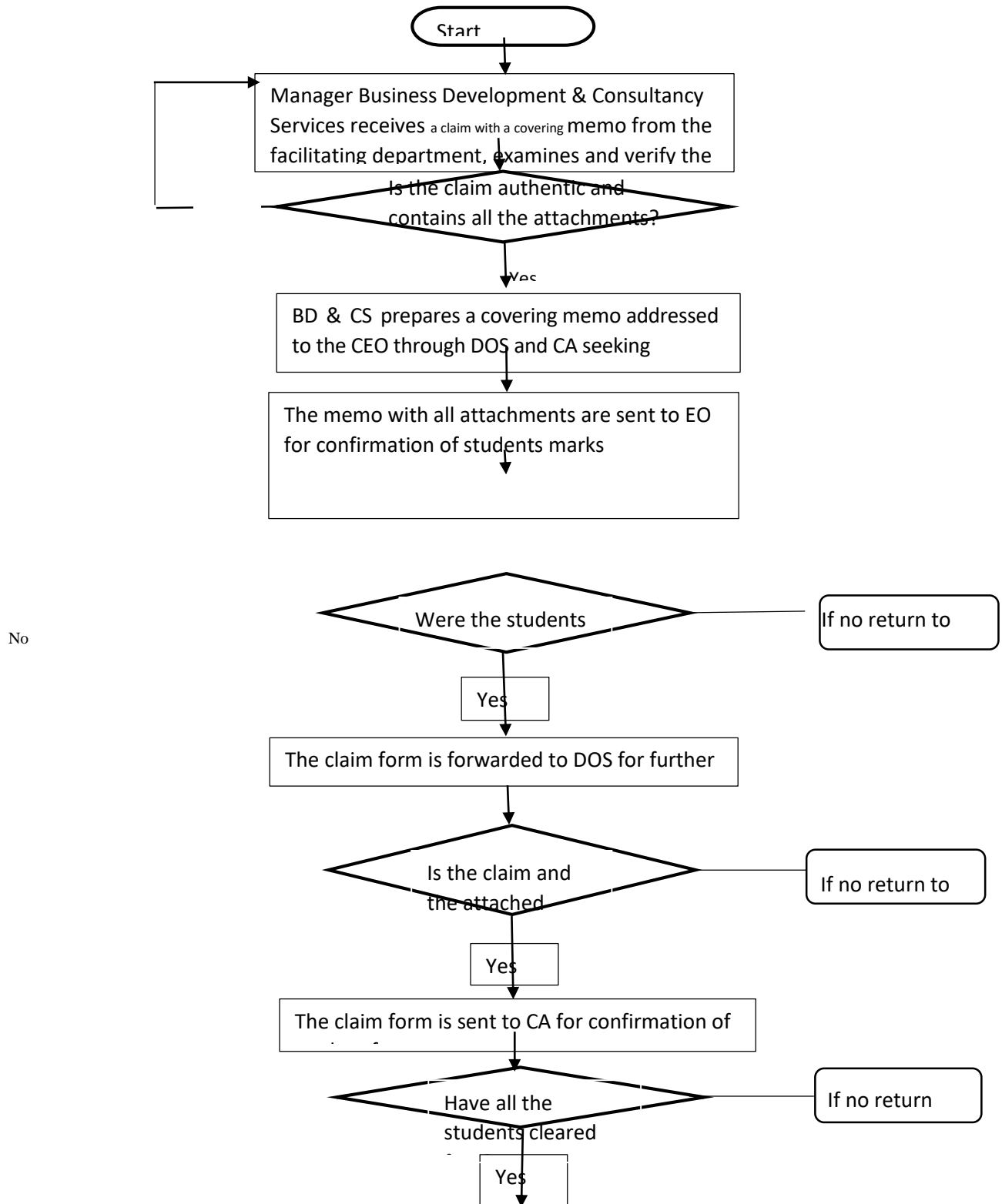
11.0 Key Performance Indicators

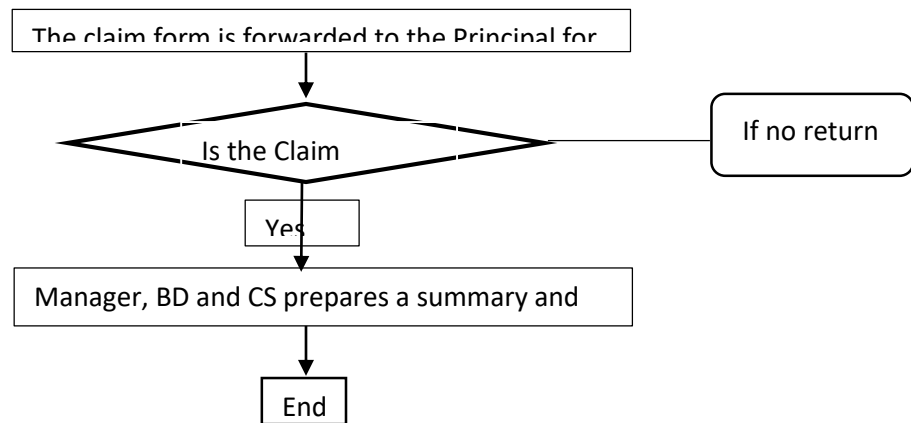
Preparation of the claim documents will be done within two (2) working days

12.0 APPENDICES

Flow chart

Payment of resource persons





1.0 PROCEDURE FOR HIRE OF COLLEGE FACILITIES (5)

2.0 Purpose

To give guidance on the process of hiring college facilities

3.0 Scope

This process applies to hire of space, grounds, sports facilities, halls and equipment.

4.0 Reference

Policy and guidelines on charges

The ISO 9001:2015

5.0 Terms, abbreviations, definitions

BD & CS	-	Business Development & Consultancy Services
CEO	-	Chief Executive Officer
CSO	-	Chief Security Officer
CA	-	Chief Accountant

6.0 Responsibilities

CEO is responsible for approval of hire agreements

BD & CS is responsible for bookings and follow-up the payments

CSO is responsible for allowing access to facility and maintenance of law and order

CA is responsible for receiving the revenue

7.0 Input

Ground, Halls, rooms, space and equipment
Personnel
Booking Diary
Agreement Forms

8.0 Method

- 8.1.1 The booking officer shall receive an enquiry through personal visit, telephone call, e-mail and letter and confirms availability by checking on the diary.
- 8.1.2 Upon confirmation of availability the client will pay a deposit to the cashier.
- 8.1.3 The client will fill an agreement form.
- 8.1.4 The agreement form shall be signed by Manager BD and CS
- 8.1.5 The agreement shall be approved by the CEO
- 8.1.6 The client shall collect the signed agreement.
- 8.1.7 The client shall complete payment 48 hours before use of Facility/hire of equipment.
- 8.1.8 The Manager BD and CS shall forward a copy of the agreement to CSO.
- 8.1.9 The Manager BD and CS shall inform cleaners to provide cleaning services for the day.

9.0 Output

Revenue generated

10. Records

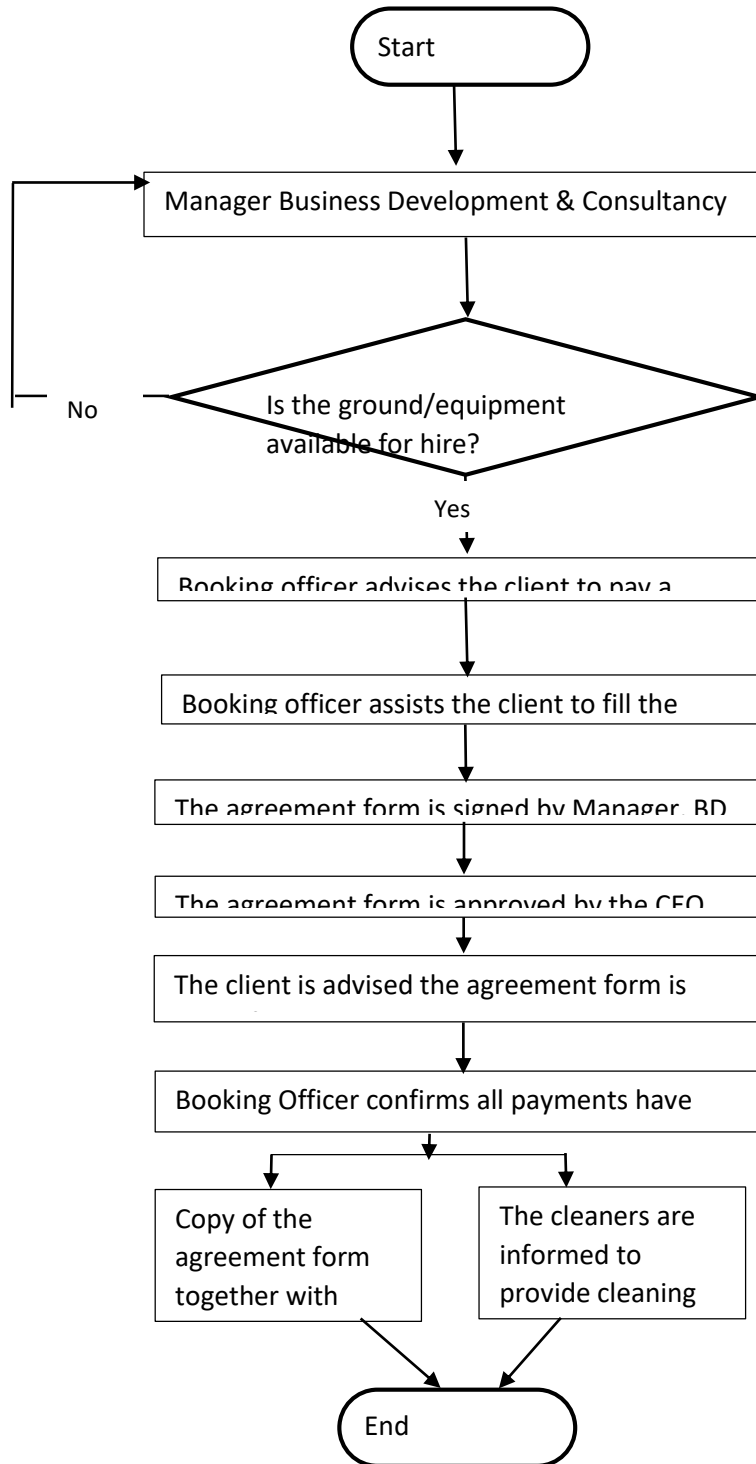
A copy of duly approved agreement
Copy (s) of receipts
Booking Diary

11. Key Performance Indicators

Response on enquiries given within two (2) days
Hire charge is paid in full before use of facility

12. Appendix Flow chart

Hire of College facilities and Equipment



DOCUMENTED INFORMATION FOR BUSINESS DEVELOPMENT

SECTION C: OPPORTUNITIES

NO .	OPPORTUNITY	ACTION	RESOURCE	RESPONSIBILITY	TIMELINES	KPI
1.	Training counties and other government institutions	<ul style="list-style-type: none"> • Conduct Market Intelligence quarterly • Visit at least one county per quarter. • Participate in county shows annually 	Budget Personnel	<ul style="list-style-type: none"> • Manager Business Development & Consultancy Services • Chief Executive Officer 	Quartely Annually	Number of trainings done. Revenue generated
2.	Conducting paid seminars and workshops	Develop curriculum for seminars and workshop within six months	Budget Resource Persons Training venues	<ul style="list-style-type: none"> • Manager Business Development & Consultancy Services • Director of Studies • Chief Executive Officer 	Annually	Number of seminars and workshops conducted
3.	Offer full event package	<ul style="list-style-type: none"> • Purchase tents and Chairs • Develop Menus to be offered • Do costings for menus and cake 	Budget Personnel	<ul style="list-style-type: none"> • Manager Business Development & Consultancy Services • Procurement 	By July 2019	<ul style="list-style-type: none"> • Tents, Chairs bought • Developed menus for sales • Costings for menus & Cakes • No of Full events

DOCUMENTED INFORMATION FOR BUSINESS DEVELOPMENT

						<ul style="list-style-type: none"> • Generated revenue
4.	Development of new programs	Propose new short courses once every three years	Personnel Budgets	<ul style="list-style-type: none"> • Manager Business Development • Director of Studies • Principal 	Once every three years	Number of new programs developed.

SECTION D: RISKS

DEPARTMENT: BUSINESS DEVELOPMENT

N o.	DESCRIPTION OF RISKS	TYPE OF RISK	PROBABILITY OF OCCURRENCE			SEVERITY HIGH - 3 MEDIUM 2 LOW - 1	IMPACT	MITIGATION	RESPONSIBILITY	KPI
			High	Medium	Low					
1	Siphoning of information by clients for use by other consultants	Financial				3	Loss of business hence loss of revenue	Hold the course curriculum until the client commits.	Manager, Business Development & Consultancy Services Facilitating department	Increased number of confirmed consultancies
2.	Poor visibility of our products and services in the tourism and hospitality market	Operational				2	Low uptake of trainings and services	Carry out continuous marketing activities through print media, social media	Manage, Business Development & Consultancy Services Public Relations Department	Increased uptake of our programs and services Increased visibility of product

DOCUMENTED INFORMATION FOR BUSINESS DEVELOPMENT

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