PERFORMANCE ANALYSIS OF SMALL & MEDIUM ENTERPRISES THROUGH RE-ENGINEERING

ABSTRACT

In the prevailing competitive business world, three forces namely customers, competition and technology changes are driving the companies to change for catering the customer expectations. Business Process Re-engineering (BPR) offers the promise of dramatic improvements in performance and delivers quality products to the customers. Studies were conducted in various small & medium industries (SMEs) of different kind. The researcher assessed the strengths and weaknesses of those SMEs' approach towards BPR and developed a mathematical model to measure their performance. The observations were tabulated, analysed and concluded by comparing, with the opinion of other surveyors of other parts of the world regarding the rigorousness of SMEs approach towards BPR implementation.