The Role of Design Strategies in the Development of Ceramic SMEs in Egypt

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Abstract:
Small and Medium Enterprises (SMEs) have a significant importance in the economy of all societies, regardless of their system and development plans. In Egypt, SMEs occupy the major part of the industry sector; hence, these enterprises have a vital role in the Egyptian economy despite all the difficulties and problems they face. Efforts have been paid, on an international scale, to reveal economic and managerial effects of the SMEs; among these efforts was the development of many strategic models that have been constructed especially for this sector. The integration of design into strategic management is crucial to the success of the economy in general, and in the SMEs sector in specific, but its implementation is subject to unpredictable changes, particularly in the establishment’s external or internal environments, this can have a measurable effect on the performance of SMEs. Therefore the current study problem can be seen in The need to identify the knowhow of employing design strategies in the development of SMEs in Egypt.

And the oObjective has been to investigate the importance of design strategy within Ceramic SMEs to evaluate the key success factors in implementing it for business management and development.

Keywords:
Design Strategies
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