

Strategy and Business Development Policy

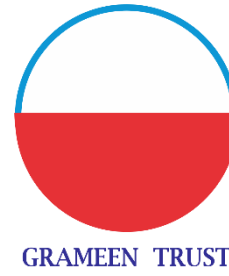
Turkish Grameen Microfinance Program (TGMP)

The directorate of Strategy and Business Development is responsible for all activities related to acquirement of new collaborations and partners of the Turkish Grameen Microfinance Program. The procedures need to be carried out in conjunction with the operational and administration team members of TGMP.

The directorate of Strategy and Business Development is responsible for successful implementation and management of national and international projects of TGMP.

The role of the directorate of the Strategy and Business Development is to design strategies for TGMP so that the reach is expanded and better opportunities are provided to micro-entrepreneurs of TGMP. The team of the Strategy and Business Development assesses the needs of the micro-entrepreneurs and according to feasibility analysis pose solutions to the senior management. The solutions offered by the team of the Strategy and Business Development are correlated to the UN Sustainable Development Goals 2030. This new directorate is seeking various funding sources with the goal to increase the social impact of TGMP. The activities carried out by the directorate of Strategy and Business Development which are in cooperation with international NGOs makes a huge impact on publicity of TGMP. The inevitable contribution of the team of the Strategy and Business Development is illustrated below:





It is the responsibility of the employees of the Strategy and Business Development to not receive any third-party favours related to the projects. All the decisions related to the projects should be taken based on the sole interests of the micro-entrepreneurs and the management of TGMP. The objectives of the directorate are to provide quality service to all the stakeholders. The diverse responsibilities of the Strategy and Business Development is to carry out authentic discussions with all the implementing partners and also to keep the management updated about all the procedures related to the projects.

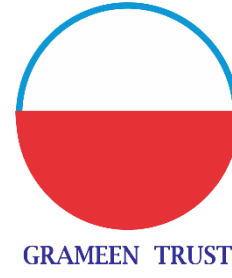
The funds that Strategy and Business Development Directorate finds make a big contribution to financial and operational sustainability of TGMP. The directorate prepares the needs assessment reports of TGMP. The tools used by the team for strategic planning are metrics or charts, SWOT analysis, Pestle analysis and affinity diagrams.

Strategic Plan Objectives and Targets 2020-2024

Strategic planning helps in keeping TGMP updated for addressing changes within the environment. When it becomes a part of organizational culture, people become more disciplined and better performance is achieved. Strategic planning results in increased energy which arises from removing conflicts and disorders from important matters. By efficient strategic planning, TGMP acquires good competitive advantage by following their strategies. As a result, it has developed good reputation and gained market recognition. Furthermore, the team of the directorate of Strategy and Business Development is focused on enabling TGMP to create its own identity and secure a good position in the marketplace.

The role of the directorate is to support TGMP in fulfillment of its strategic goals. The aim of the directorate is to deliver their commitment to contribute to social change by working towards strengthening of the organizational goals.

- The team of the directorate believes that strategic partnerships can reach scale, avoid duplication and focus on deeper social impact.



- The team of the directorate is focused on researching innovative projects related to technology and blockchain. A whitepaper based on microfinance operations through blockchain has been prepared via the MicroCreditCoin (MCC). Blockchain projects also have an integral place in the strategic plan. These projects would open doors for international collaborations which would provide efficient and effective microfinance operations for financially challenged women.
- The team of the directorate aim to reach more donors, both private and public; produce evidence of the highest standard to prove microcredit model of TGMP works; build awareness about microfinance among target audiences and advocate in key areas for the importance of social business.
- As a strategic milestone, if there are enough fund resources, TGMP hopes to achieve 60,000 active micro-entrepreneurs by 2024.
- By 2024, the strategic partnerships by the directorate of Strategy and Business Development would enable TGMP to secure financial independence which will reduce its need to depend on external support for providing microcredit disbursement.
- New collaborations initiated by the directorate of Strategy and Business Development would result in an increase in the total number of branches of TGMP.
- Projects based on social impact would give an opportunity to TGMP to open its doors to all vulnerable individuals of the society.
- Design proposals and models aimed at the UN Sustainable Goals with emphasis on Poverty alleviation, Zero Hunger, Decent Work and Economic Growth and Gender Equality.

The Strategic Plan commits TGMP to make "strategic demand-side investments in strengthening capacities of relevant micro-entrepreneurs in order to help vulnerable section of the society to lead and sustain their own fight against poverty and achieve UN Sustainable Development Goal 1.

**TURKISH FOUNDATION FOR WASTE REDUCTION
MICROCREDIT CENTER**

(Turkish Grameen Microfinance Program)

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