

## 'Move or stay and improve' — a tool for profitable calculation of SME internationalisation

### Issue, objective and geographical area where it is applicable

This measure aims to give SMEs deeper information on more variables than just labour cost in other countries in order to create more secure decisions in international business. The calculation tool in combination with consultancy advice has been used in manufacturing companies all over Sweden.

### Brief description

'Move or stay and improve' was created by the Development Agency ALMI and 35 consultants have been trained on how to use the tool. It is a computerised tool where the SMEs' own result report and balance sheet is the basic document. Figures for 18 different factors are filled in to compare the situation in 10 different countries. In the calculation it is possible to see how the company's revenue will change if they move the business to different countries. The tool is currently being developed to simulate different improvement activities if the company chooses to stay at home and to see what effect these activities should bring to the company's revenue. The figures in the tool are updated every year.

This tool makes companies work with their productivity instead of moving production. This strengthens the European dimension because the companies are encouraged to think about ways of cooperating with European companies instead of focusing on Asian production.

### Target group

SMEs thinking of moving their business outside Sweden or companies wanting to check their international competitiveness.

### Results expected or achieved

A whole total of 104 companies have used the computerised tool to evaluate if they would win or lose by moving production. Out of those 104 companies, 52 have chosen to make their production more efficient and 12 have chosen to move all or part of their production abroad. Forty companies have used the tool for other purposes like competition analysis, profitability analysis or simply as a document for internal strategic discussions.

A total of 128 events were carried out to inform people about the tool.

### Testimonials

'We now have an excellent decision basis to take the next step in our development.'

'This should be a useful tool for many companies even if they are not thinking of moving their production.'

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