ENTERPRISE NETWORK'S INFO POINT

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Abstract

Enterprise network's Info point presumes connections and transparency of the entrepreneur activities through the enterprise centers. Enterprise centers are founded in towns and communities for the entrepreneurs' needs related to establishment of enterprise zones and incubators. Employees in enterprise center, with the help of informational infrastructure, connect the entrepreneurs if needed in order to act more easily together - organization of fairs, appearance on the market, various marketing services, and especially creation of a joint product and its distribution.

With the help of an Info point, one can connect entrepreneurs more easily and with more quality, not only on a domestic market, but also with entrepreneurs from not-so-close regions.

Example follows of the Osijek-Baranya and Vukovar-Srijem Counties where the Enterprise centers' network is being founded. The Network includes such centers in the towns and certain regional and local government units. The assumption is to expand the Enterprise network within counties according to the needs and interests of entrepreneurs.

Enterprise network functions in such way that each enterprise center works independently with the entrepreneurs from the area of its local government unit. At the same time, all the centers will be connected into an Enterprise network. This provides us with databases and their transparency as far as the Info point of all enterprise activities is concerned.

Logistic basis for high quality functioning of the centers within the Enterprise network is the implementation of modern informational support in data processing.

A modern approach towards development presumes the informatization of the society, especially of economy. Since today's trend is development of small and medium-sized businesses, databases from various areas of activities and interactions between sciences which are provided by the informational system, are the basis of the logistic support for the high quality development. Info points are also bases for inclusion and connecting of entrepreneurs into cooperatives or enterprise clusters.

Logistic support for the Enterprise network presumes having information on entrepreneurs, potential human resources, natural values - earth, air and water, market, production, cultural and monumental heritage, and activities. Today, when the eco-production is more and more important, implementation of a modern science through application of highly sophisticated informational grid, becomes an imperative of time. Without the implementation of informational science in data processing, the understanding of today's development is questionable.

Introduction

Since the very phrase "Info point" denotes a concise assembly of processed data concerning all the participants in economic activities which are included in an enterprise center, in order to successfully run business, it presents a basis for high quality organization and functioning of an Enterprise network. Basis for a logistic support is found in a highly sophisticated informational system.

With the help of an Info point, a complete vertical and horizontal data processing is possible, in order to fulfill the needs of entrepreneurs. Regarding the connections of entrepreneurs through enterprise centers,
Enterprise network on the level of Osijek-Baranya and Vukovar-Srijem Counties, and association of enterprise centers on the level of the Republic of Croatia, Info point becomes a necessity for successful functioning and working, especially for small and medium-sized businesses. Info points are bases for connecting of entrepreneurs into cooperatives or enterprise clusters.

We start from the organizational postulate that, in each town and larger units of local and regional government in the afore-mentioned counties, there is a need for establishment of an enterprise center. In each center there would be, depending on the needs, two to four employees. Based on the research and talks in units of local and regional government in towns and municipalities, together with the existing, a new enterprise center will be open this year. One new employee per each center will be employed - a graduate in economy ("from college to work") - which will be there to make contacts with entrepreneurs, craftsmen, members of family households and other potential "start up" entrepreneurs. Beside regular activities which would be done within enterprise centers, education of entrepreneurs will be organized, according to the areas of interest. Education will be led by practical experts and professors-practitioners, consultants and counselors from the University of J. J. Strossmayer in Osijek, and if needed from the other University centers.

In that way, a theory would directly approach the practice, and would thus have influence on the improvement of production and services in the County area.

All enterprise centers will be connected with enterprise zones and enterprise incubators in order to help keeping register, gathering required information and connecting to the other entrepreneurs, according to their needs, with the purpose of high quality production, market, and sustainable development.

At the same time, enterprise centers will be connected into a single mutual Enterprise network, and will have an Info point. A permanent education will also be organized for them to always remain in trend with new happenings related to the new legislative acts, stimulating measures by the Government or County, science and connections with international projects.
Enterprise Network in Osijek-Baranya and Vukovar-Srijem Counties

Functioning of an Enterprise network is shown in the following scheme:

**ENTERPRISE NETWORK - ENTERPRISE CENTERS IN OSIJEK-BARANYA AND VUKOVAR-SRIJEM COUNTIES**
1. **ENTERPRISE CENTERS (technological centers, development agencies)**

Purpose and object of the program:

♦ Development of the enterprise centers within which entrepreneurs can fulfill their needs for expert and counseling services, information, and cooperation of entrepreneurs.
♦ Creating prerequisites for the development of entrepreneurship in the area of local and district authorities and interested individuals.

**Criteria for entering the program**

♦ Enterprise centers will be founded in counties, cities, and districts depending on the number of entrepreneurs,
♦ Founders and co-founders can be local/district governments, various institutions, corporations and individuals,
♦ Expert staff, adequate premises and equipment for carrying out the determined activities should be provided,
♦ EC should direct their activities towards entrepreneurs and local community, carrying out the measures determined by the decision of the Ministry concerning the support, determined by the County, and the local and district authorities.

**To participate in this program, the Enterprise centers should provide:**

1. Filled up application form (PC form)
2. Formal decision on entering the judicial register (for new centers if they are corporations)
3. EC’s work program
4. Annual work program.

**Task of the EC:** promoting the entrepreneurship, providing information, counseling, providing consulting services, organization of seminars, engaging in cooperation with local and district government, and organizing the cooperation with international institutions and corporations.

**Financing of the EC activities**

Up till today, the Ministry provided help and co-financing of certain activities of the centers, according to their annual work programs and individual program activities, complying with basic prerequisites:

♦ that the founder provides the adequate premises for work,
♦ that the local/district government or the founder invests in specific projects or activities,
♦ its own contribution to the individual projects and annual program,
♦ other institutions’ participation in the support of the program,
♦ results achieved in the former period.

**EC activities that are financed based on this program are:**

♦ free counseling and consulting services in entrepreneurship,
♦ free information and info-points for entrepreneurs,
♦ providing information on the programs of the Government of the Republic of Croatia and the Ministry,
♦ organizing the professional training and education in entrepreneurship,
♦ Internet services and connection of entrepreneurs,
♦ making of catalogues, studies and programs for the local community,

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34 A program of the Ministry of small and medium-sized businesses of the Republic of Croatia, 2003;
♦ organization of entrepreneurship fairs or participation in such,
♦ coordination of entrepreneurship activities in the local community,
♦ helping to create business plans and investment studies,
♦ account-keeping and bookkeeping services,
♦ acquiring computers and other equipment needed for carrying out the EC program,
♦ making somebody competent for appearance in foreign markets.

To be a candidate for getting support as a part of this program, it is necessary to provide information on:
a) one’s own income,
b) founder’s resources and income from other sources,
c) expected income from the adequate institutions of the Ministry, counties and local/district governments

Activities of ECs are based on:
a) getting income from its own services or other sources,
b) quantity-based and quality-based increase in services for the entrepreneurs,
c) support for programs and activities coming from the local/district governments

Corporations, unemployed persons, and the population in Osijek-Baranya and Vukovar-Srijem counties

Table 1) Registered corporations, unemployed and the total population number

<table>
<thead>
<tr>
<th>Nr.</th>
<th>County</th>
<th>Corporations, trading companies and crafts</th>
<th>Number of unemployed in 2002</th>
<th>Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Osijek-Baranya</td>
<td>13,056</td>
<td>37,269</td>
<td>330,506</td>
</tr>
<tr>
<td>2.</td>
<td>Vukovar-Srijem</td>
<td>4,550</td>
<td>23,869</td>
<td>204,768</td>
</tr>
<tr>
<td>3.</td>
<td>Total:</td>
<td>17,606</td>
<td>61,138</td>
<td>535,274</td>
</tr>
</tbody>
</table>

According to the information from the table, we can see that there are 25 people per one registered corporation in Osijek-Baranya County, while that number in Vukovar-Srijem County is 45. A ratio of unemployed is about the same at approximately 11%. A problem in both counties is a small number of engaged economic subjects in comparison to the population number. Exactly the information on a small number of registered economic subjects in these counties imposes the need to open enterprise centers connected into an Enterprise network. Enterprise centers, with their commitment and necessary education, will try to motivate people to undertake the enterprise activities. At the same time, they will provide all the necessary information about the possibilities of starting their own business according to the programs made by the Ministry of small and medium-sized businesses and their own counties.

Conclusion

Info point as a way of supporting the Enterprise network presumes having information on entrepreneurs, potential human resources, natural values - earth, air and water, market, production, cultural and monumental heritage, and activities. Today, when the eco-production is more and more important, implementation of a modern science through application of highly sophisticated technology, allows the connecting of fragmented small family households in order to act together and appear on the market with greater quantity of products, recognizable by their quality. This is especially important to our family households which are located in smaller settlements so they are unconnected and disorganized.

Data was collected in towns, and comprises entrepreneurs in the municipalities that gravitate toward them;
HZZZZ, processed data for year 2002;
Enterprise centers located in certain units of local government, connected to an Info point, will allow family households - entrepreneurs to organize education together, care about the quality of a product, find ways to prepare it, and organize for the market.

Info point will raise the whole production activity of the family households to a higher level of production and organizing in cooperatives and clusters in order to mutually form the product recognizable by its quality and to offer it to large trade companies.

Bibliography

10. Economic Lexicon; the Internet;