

Η TAYLOR SWIFT ΣΤΙΣ 10 ΠΙΟ ΙΣΧΥΡΕΣ ΓΥΝΑΙΚΕΣ

ΕΛΛΗΝΙΚΗ ΕΚΔΟΣΗ ΔΕΚΕΜΒΡΙΟΣ 2023

# Forbes

ΟΙ ΚΥΡΙΑΡΧΟΙ ΤΗΣ ΟΙΚΟΝΟΜΙΑΣ  
ΟΙ ΕΠΙΧΕΙΡΗΣΕΙΣ ΜΕ ΚΥΚΛΟ ΕΡΓΑΣΙΩΝ ΑΝΩ ΤΩΝ 100 ΕΚΑΤ.

Η ΕΛΛΗΝΙΚΗ ΛΙΣΤΑ

# TOP 1000+

**Μαριάννα Λάτση**  
2. HELLENIC ENERGY  
€14,5 ΔΙΣ.

**Γιάννης Βαρδινογιάννης**  
1. ΜΟΤΟΡ ΟΪΛ  
€16,6 ΔΙΣ.

**Ευάγγελος Μυτιληναίος**  
4. ΜΥΤΙΛΙΝΕΟΣ Α.Ε.  
€6,3 ΔΙΣ.

**Πάργος Στάσσης**  
3. ΔΕΗ  
€11,2 ΔΙΣ.

**Κωνσταντίνος Σιφαράς**  
5. ΔΕΠΑ ΕΜΠΟΡΙΑΣ  
€4,8 ΔΙΣ.

STORY

**FUNKY BUDDHA**

ΕΤΣΙ ΕΚΑΝΕ  
ΤΟ ΕΛΛΗΝΙΚΟ  
ΡΟΥΧΟ ΔΙΕΘΝΕΣ HIT

STARTUP

**DEEPSEA TECHNOLOGIES**

ΠΩΣ ΕΦΕΡΕ ΧΡΥΣΑΦΙ  
ΣΤΗΝ ΠΛΩΡΗ  
ΤΗΣ ΝΑΥΤΙΛΙΑΣ

ΑΛΥΣΙΔΑ

**PET CITY**

Ο MASTER ΣΤΗΝ ΑΓΟΡΑ  
ΚΑΤΟΙΚΙΔΙΩΝ  
ΣΥΝΕΧΩΣ ΜΕΓΑΛΩΝΕΙ

ΚΥΚΛΟΦΟΡΕΙ ΜΕ ΤΗΝ ΕΦΗΜΕΡΙΔΑ ΚΕΦΑΛΑΙΟ  
ΚΑΙ ΣΤΗ ΣΥΝΕΧΕΙΑ ΣΤΑ ΠΕΡΙΠΤΕΡΑ



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• GIORGOS KARLAFTIS •

# The possibilities of outsourcing for Small and Medium Enterprises

## THE BENEFITS AND WHAT ENTREPRENEURS NEED TO KNOW BEFORE THEY ADOPT OUTSOURCING MODELS

Outsourcing is now a strategic business practice that provides, under certain conditions, enormous potential for the sustainable development of Small and Medium Enterprises (SMEs) in the modern business landscape. SMEs are still somewhat reluctant to adopt outsourcing models, however there is a growing familiarity with the operational approach of adopting it, while the benefits are becoming increasingly apparent. In this context, Giorgos Karlavitis, Founder / Entrepreneur, gives the dimensions regarding the possibilities of outsourcing for SMEs and the dynamics of business transformation through outsourcing to promote corporate goals.

### Do you think that Greek SMEs are now familiar with the outsourcing model?

SMEs are gradually familiarizing themselves with the outsourcing model. While there may be discrepancies between industries and the different nature of businesses and in recent years of

SMEs in different geographies, a general trend can be observed: The digital revolution and globalization have played a key role in better organization in outsourcing practices, which make it more flexible, consequently spreading it to smaller companies as well. Today SMEs are better aware of the benefits as well as the risks associated with outsourcing, which allows them to make informed decisions about the leverage that the expertise provided by outsourcing companies can bring.

### What are the main advantages of outsourcing?

The essential advantages of outsourcing -applicable to SMEs as well-

**Today SMEs are more aware of the benefits as well as the risks associated with outsourcing**

are based on cost reduction, access to specialized skills and greater operational flexibility. Outsourcing allows businesses to focus on their core activities, while outsourcing peripheral or support functions to specialized partners. This strategic approach, on the one hand, increases the growth potential, on the other hand, it allows SMEs to utilize a wider pool of human resources. In addition, the cost savings associated with outsourcing can significantly contribute to the financial health of SMEs, providing scope for investment in key business areas of the field where they are active, but also reducing risk when market fluctuations occur, reducing of production and adverse macroeconomic developments (increase in interest rates, decrease in consumption, etc.).

### What should an entrepreneur look out for before proceeding with the assignment? What advice would you give him?

Before committing to outsourcing companies, entrepreneurs should conduct thorough research. Key considerations include the credibility and



The essential advantages of outsourcing are based on cost reduction, access to specialized skills and greater operational flexibility, notes Giorgos Karlaftis

track record of potential outsourcing partners, their domain expertise, and their ability to align with the company's goals and values. It is important to set clear expectations, establish strong, flexible and transparent communication channels and implement a crisis contingency plan, as well as legal and regulatory specificity to reduce and control inherent risks.

Building trust and collaboration is essential for successful partnerships to capitalize on know-how in practice in areas such as but not limited to supply chain management, packaging, software development and digital marketing.

### Which outsourcing services are in highest demand?

Several outsourcing services are in high demand across the market. Information technology (IT) services, sales, customer support, digital marketing and software development are among the most sought-after areas of outsourcing. Advances in technology and increasing complexity of operations have made outsourcing a one-way option for many SMEs looking to remain competitive by realizing economies of scale by not committing extensive internal resources and acquiring expertise, which inflate costs.

All of the above services, as well as those for cloud computing and data analytics, are in high demand, especially

where market fluctuations are frequent and consumer trends change over time, creating tangible benefit and risk control.

### How do we create added value through outsourcing?

Added value or even surplus value through outsourcing must be built on understanding, goodwill and mutual commitment between partners, a prerequisite for medium-long-term success. Cultivating a culture of creative collaboration and continuous improvement and converging on the same goals is the basis of a positive relationship (if SMEs integrate outsourcing executives as a functional extension of their team), while it contributes to double profitability in a climate that promotes business and from both sides.

In conclusion, the possibilities of outsourcing for the stable growth of SMEs is a critical decision, with risks, which, however, can bring corporate benefits. As SMEs become more familiar with this model, they can leverage it tactically to improve efficiency, achieve economies of scale and access to specialist skills. SMEs can proceed on a course of sustainable development if they carefully study all parameters, mainly coherence, economies of scale and achievement of quantitative goals. Don't forget that the whole venture comes down to two distinct businesses, which, however, converge on a common mission, namely the prosperity and development of the SME and, through orderly development, the growth goals of the outsourcing company are also achieved. In other words, we are referring to a synergy where both parties benefit fairly and proportionally (win-win synergy). 